PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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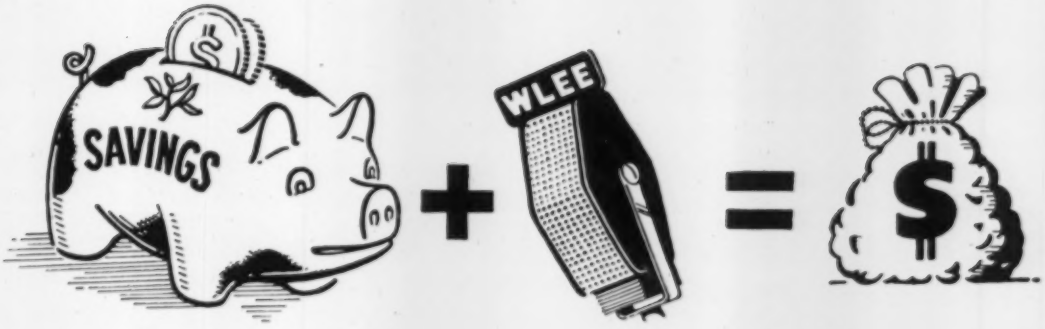
SUCCESS STORY:



WLEE not only *sells* merchandise—it can make people *save* money too!

A Richmond bank proved this fact recently with a schedule of two spot announcements every night. The number of savings accounts sharply increased, as well as the amount of money in the accounts.

This bank put more than 80% of its advertising appropriation in radio, and *all* its radio time was on WLEE.

More Richmond merchants use WLEE than any other station in town. On advertising budgets where every penny counts, WLEE gets the nod. More and more national advertisers are following their lead. If you're not using WLEE in Richmond, call in your Forjoe man and get the full story.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

IN THIS ISSUE: TWIN CITIES MARKET STORY

Time-on-the-Air Isn't All!

What happens when a manufacturer or his agent comes to WLW with a sales problem? If it's at all possible, he gets help. And help through time-on-the-air is by no means all.

At The Nation's Station, this fact has long been recognized: advertising alone is seldom the complete answer to a sales problem. So WLW's service to advertisers goes much deeper. With a "know-how" peculiar to the area—and with unrivaled facilities—WLW can help smooth out problems of distribution, selling appeal, packaging, dealer and consumer attitude and other factors which must be right if advertising is to be fully effective.

Here's a case history: Several years ago, a small local manufacturer came to WLW. Distribution was limited in Cincinnati—light and spotty in WLW's 4-state area. A distribution campaign, conducted by WLW's Specialty Sales division, was followed by a modest schedule of spot announcements. Recommendations were made on packaging, selling appeal, display and supplemental media. WLW's Merchandising Department helped secure dealer acceptance and store display.

The result? Sales increased and expansion followed. In this area, the product is now the largest seller in a highly competitive field. The manufacturer is also one of WLW's largest and most consistent advertisers . . . the reason, we believe, why "radio advertising" was given as the factor which influenced purchases among nearly 70% of the product users, in a recent survey of WLW's consumer panel.

Further, this advertiser has followed the same basic formula in other sections of the country . . . so successfully that two additional plants have been established to supply the sales demand.

The lessons and experience you may learn in WLW-Land will apply for all the nation. For the WLW Merchandise-Able Area is a true cross-section of America, an ideal proving ground for new ideas, products packages and techniques.

Yes, the nearly 14 million people who live in WLW-Land mirror America. And with its unequalled facilities—its man power and "know-how", WLW can help you learn how to reach them . . . and sell them.

WLW

THE NATION'S [illegible]-ABLE STATION

Crosley Broadcasting Corporation

$472 better than par

Statisticians
credit the "average American family"
with a purchasing power
of $3,613 per annum.
In New England the figure is $4,085.
That's *$472 extra*, per family, per year
for golf clubs and gasoline,
for food and furniture, cars and cookies.
For your product too, perhaps?

Remember:
the rich New England market
is as compact as it is productive.
Almost all New England
can be reached by the persuasive voice
of WBZ in Boston Town . .
fifty thousand watts . .
plus WBZA, 1,000 watts, Springfield.
NBC affiliate. Millions of listeners.
Good programs. Is yours one of them?

WBZ BOSTON

WBZA: SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

NON-RADIO-USING set makers, noting full dealer shelves, show new interest in medium's advertising prowess, with good chance that RMA-NAB joint committee will be revived. Committee was set up shortly after war when stations complained manufacturers used little air time but bought heavily in other media.

LACONIC but meaningful telegram went to Harry M. Plotkin, FCC's ardently Democratic assistant general counsel in acting charge of broadcasting, when President Truman's election was conceded. One-word message: "Unpack." From: Segal, Smith & Hennessey, radio law firm.

BY COINCIDENCE, at same time same message was sent by ex-FCC Chairman Paul A. Porter to Clark M. Clifford, Presidential special counsel, who'd had lucrative pre-election offer from private firm.

GENERAL MILLS, through its agency, Dancer-Fitzgerald-Sample, New York, to put *Betty Crocker Show*, currently on ABC, Monday through Friday, on TV. Starting time and network not yet set although agency has been negotiating with ABC-TV.

DEFEAT of Rolf Kaltenborn, H. V.'s son, in Florida Congressional race revives talk that he wants to exhume wired radio project.

DOYLE PACKING CO., Long Branch, N. J., (Strongheart dog food) planning spot campaign in near future. Agency: John H. Riordan Co., Los Angeles.

UPKEEP of All-Radio Presentation film may be bigger problem than original cost. NAB board next week will face by-passed headache of how to finance thousands of showings around nation.

JOHN G. PATTON Co., New York, manufacturers of Golden Blossom Honey, will start one-minute television spot announcement campaign on New York video stations Nov. 15. Contract will be 20 weeks. Peter Hilton Adv., New York, is agency.

WILL *Defender Hour* transcribed program by Rev. Gerald B. Winrod, one of loudest commercial exhorters, meet religious requirements of NAB code? This question submitted to NAB by worried stations. Rev. Winrod, ex-Huey Long follower, sent time requests from Del Rio, Tex., on Mexican border.

IF THERE'S to be radio braintrust in Senate surrounding Sen. Edwin C. (Big Ed) Johnson of Colorado, who assumes Interstate & Foreign Commerce Committee chairmanship, you can peg them as: former Sen. Burton K.

(Continued on page 86)

Upcoming

Nov. 8-10: RMA-IRE Fall Meeting, Hotel Sheraton, Rochester, N. Y.

Nov. 11-12: NAB Program Executive Committee, NAB Hdqrs., Washington.

Nov. 11-13: National Assn. of Radio News Directors, annual convention, Hotel DeSoto, St. Louis.

Nov. 14-20: National Radio Week.

(Other Upcomings on page 63)

Bulletins

DEPT. of Justice ruling on legality of formula to end recording ban as proposed by AFM and accepted by recording industry will be sought in Washington, Nov. 10 when Milton Diamond, AFM general counsel, will present details of agreement to Attorney General's office. Recording officials will accompany him. Application for Washington approval marks second step to end recording stalemate (early story page 28).

FIRST line of metal cathode ray receiver tubes shown by Allen B. DuMont Labs. Friday after several years research by Stanley Koch, Robert E. Rutherford and Gerald Wright. Glass blanks continue main source of supply. Metal tube prices about same as glass. They are made of chrome steel alloy and spun into cone shape, with glass face and neck sealed by special process. Four new TV sets shown, all with 15-inch tubes.

ABC acknowledged Friday receipt of telegram from Radio & Television Directors Guild and in wire to them stated network felt program assistants entitled to be represented by union for collective bargaining purposes (early story page 28). ABC suggested such bargaining agent should be certified by NLRB.

AFFILIATION of KRSC-TV Seattle, which begins commercial programming Nov. 25 with NBC television network announced Friday. Affiliation is on interim basis pending construction of video sister station of KOMO, present NBC sound broadcasting affiliate in Seattle.

AM, FM ON TV

WJBK Detroit Friday claimed to be first station to duplicate AM and FM programs on TV audio. Richard E. Jones, general manager of Fort Industry Co.'s Detroit operations, announced that news and musical shows are presented. WJBK-TV programming is broadcast daily 6:30-10 p.m. on Channel 2 (54-60 mc).

Business Briefly

LUCKY STRIKE CAMPAIGN • American Tobacco Co. (Lucky Strike cigarettes), New York, has bought 4:30-5 p.m. across board on CBS for *Your Lucky Strike*, talent show to start about Jan. 1. Don Ameche will m.c. Program to replace *Winner Take All*, CBS sustainer. Agency, BBDO New York.

CONSUMER TEST • Initial consumer market test of Ac'cent, vegetable protein product, to be started Nov. 16 over WCVS and WTAX Springfield, Ill., by Amino Products Div., International Minerals & Chemical Corp., Chicago. Agency, J. Walter Thompson Co., Chicago.

GETS TISSUE ACCOUNT • San-Nap-Pak Mfg. Co., New York, names Federal Ad. Agency, New York, to conduct advertising campaign for Countess Lydia Gray doeskin tissues, dinner napkins and tissues, effective Jan. 1. Account's budget about $200,000. Bion Co., New York, formerly handled it.

GODFREY ON TV • Effective Dec. 6, *Arthur Godfrey's Talent Scouts* sponsored by Lipton tea and soup, New York, Mondays on CBS, 8:30-9 p.m., will be telecast simultaneously on CBS-TV and fed to New York, Boston, Philadelphia, Baltimore and Washington. Agency, Young & Rubicam, New York.

TONI RENEWS • Toni Co., Chicago (permanent wave) renews *This Is Nora Drake* strip on CBS 2:30 p.m. and NBC 11 a.m. Agency, Foote, Cone & Belding, Chicago.

NAMES REPRESENTATIVE • KFNF Shenandoah Ia. names Taylor-Borroff Co. as national representative.

HOUSING GROUP WITHDRAWS OBJECTION TO SET COUNT

OBJECTION to inclusion of radio set question in 1950 decennial census withdrawn by Housing Census Advisory Committee. Technical group had opposed inclusion of question last spring but now has no objection if other advisory committees see need for set count. At same time committee members, as housing technicians, did not recommend tabulation.

Last week American Marketing Assn.'s Census Advisory Committee withdrew its objection to inclusion of set question in housing half of census but opposed putting it in population half of decennial count. Census advisory group of American Statistical Assn. to meet Nov. 12-13 to review overall census plans, including status of radio question.

HOUSEHOLD FINANCE IN TV

HOUSEHOLD FINANCE Corp. late Friday purchased 30 Detroit Redwing hockey games on WWJ-TV Detroit to start Nov. 7 and end March 17, with playoffs, games expected to total 35, more than 70 hours. This is first Household Finance venture into television. Le Valley Inc. is agency.

In Mid-America's 213 Counties . . . . .
$188,284,000 for Aspirin and Chocolate Sodas!*

A Timebuyer's Guide
to
KCMO's Mid-America

During 1947, Mid-Americans spent over 5% of the total amount spent for drug store items throughout the United States. Over 188 million dollars for toothpaste, prescriptions, and other drug lines!

Drug stores are popular with KCMO's Mid-America audience . . . not just in Mid-America's small town and suburban cities—but in the area's nine major cities. Of all cities in the United States, Kansas City ranks 8th in drug store sales (1st in cities under 500,000).

Mid-America's listener-buyers spend heavily at drug store counters. To reach them effectively, center your selling on KCMO, Mid-America's most powerful station.

MID-AMERICA FACTS

Population: 5,435,091

Area: 213 counties inside measured ½ millivolt area. Mail response from 466 counties (shaded on map) in 6 states, plus 22 other states not tabulated.

Population Distribution: Farm, 48%; city, suburban, and small towns, 52%.

Net Average Income: $3334 per family.*

Net Average Income Per Family in 9 Major Cities: $5606.*

Kansas City: 8th in drug store sales in U. S. (1st in cities under 500,000).

Drug Sales in 9 Major Cities: $92,534,000.*

Total Mid-America Drug Sales: $188,284,000.*

50,000 WATTS DAYTIME—*Non-Directional*

10,000 WATTS NIGHT—*810 kc.*

National Representative: JOHN E. PEARSON COMPANY

* 1947 gross drug store receipts in 213 Mid-America counties—data from Sales Management's 1947 Survey of Buying Power.

KCMO
and KCFM...94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

One Does It—in Mid-America!

ONE station • ONE set of call letters
ONE rate card • ONE spot on the dial

MORNING

AFTERNOON

AND

NIGHT

WHHM

DELIVERS

MORE LISTENERS

PER DOLLAR

IN

MEMPHIS

BROADCASTING
TELECASTING

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First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Last Issue: TV Showsheet

Every issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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250 Park Ave., Zone 17, PLaza 5-8355
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

In Philadelphia Homes it's WPTZ...

Over 2nd Station by 23%

Over 3rd Station by 263%

During the second game of the World Series, a coincidental check* of the Philadelphia home television audience showed WPTZ to be "First in Television in Philadelphia" by a wide margin with—

23% greater audience than 2nd station
263% greater audience than 3rd station

All three Philadelphia television stations were carrying the same pooled broadcast of the baseball game, uninfluenced by preceding, following or replacement shows. Moreover, a separate survey of TV sets in public places indicated the same order of station preference.

A well established tuning habit is not all that WPTZ's long experience in television offers you and your clients. With it goes thoroughly trained technical and program personnel, the most modern technical equipment and the reputation for *professional* television operation. For further information about WPTZ's audience and facilities (or details on the survey) drop us a line.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

Survey of Patterson, Korchin & Co., independent research organization.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

Everything for TV—
entire studios, for instance...

• Action in this TV studio is being covered by picture-and-sound pick-up units—all RCA. Just one combination, this, among dozens of different studio equipment arrangements now being delivered to more than 50 of the nation's leading television stations.

As workable and versatile, we believe, as the pick-up equipment in any motion-picture studio, this set-up has the electrical and mechanical facilities required to handle any show in the station—and with the same professional results. It includes two studio cameras using the new studio-type RCA image orthicon pick-up tube—with one camera mounted on a new crane-type dolly, and one camera mounted on a pedestal-type dolly. It includes a high-fidelity microphone, and a special-type microphone boom to follow the action swiftly.

Good reason why RCA studio equipment is tops with so many TV station men.

RCA TV studio equipment is integrated to work together like the mechanism in a watch. RCA TV studio equipment is uniquely versatile. It can be used in any combination by any station, large or small. It can be supplemented by additional units—without doing away with the initial equipment. RCA TV studio equipment produces sharper picture contrast with great depth of focus—and with less expensive lighting. RCA TV studio equipment is designed and built by a company well-known in the industry for its *continued* interest in the performance of the equipment—after it's in your station.

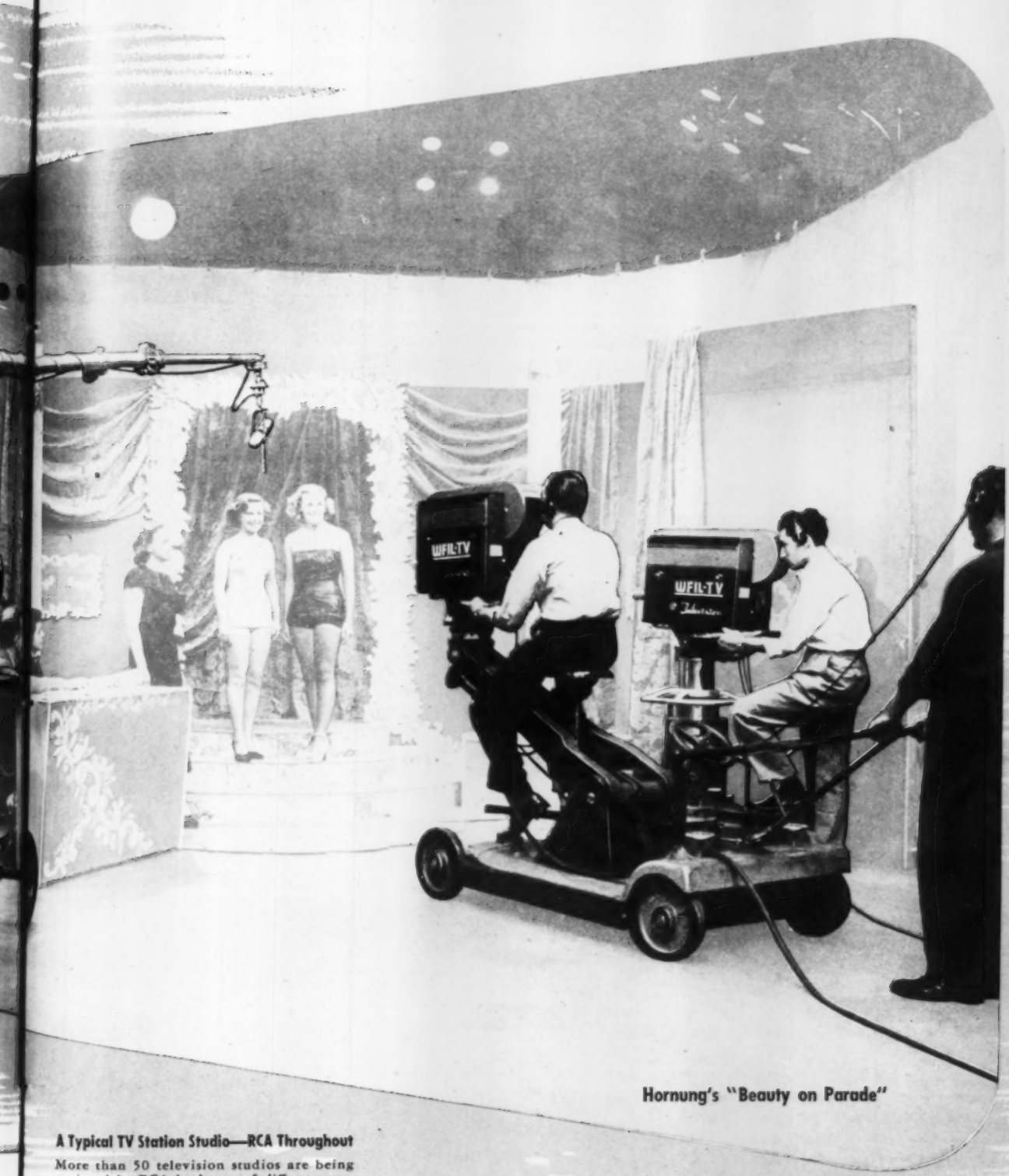
Why not let an RCA Television Specialist help you plan your TV station? Call him in. Or write Dept. 19KC, RCA Engineering Products, Camden, New Jersey. No charge. No obligation.

The One Equipment Source for Everything in TV—is RCA

RCA Studio Microphone Boom, Type MI-26574. The same type of boom as used in motion-picture studios. A counterbalanced, telescoping arm . . . controlled from the base . . . extends the microphone to any desired position to keep it out of the camera's view. A manual control at the base rotates the microphone for the desired pick-up.

RCA Studio Dolly, Type MI-26040. This crane-type portable dolly enables the camera man to move in and out—add variety to otherwise static scenes. The camera is lowered and raised manually. The entire assembly rotates horizontally around its base. This dolly can be silently transported around the studio while the camera man focuses the scene.

RCA Studio Pedestal, Type MI-26035. Lowers and raises camera manually—rolls quietly, steers readily by means of a circular handle around the pedestal base. RCA Friction Head, type MI-26205, provides horizontal panning action and a vertical tilting movement—lock-holds the camera in any position. The camera includes the intercommunication circuits.



Hornung's "Beauty on Parade"

A Typical TV Station Studio—RCA Throughout

More than 50 television studios are being equipped by RCA in dozens of different combinations to fit individual station needs and budgets. Professional performance—with perfect picture-and-sound pick-ups every time.

RCA

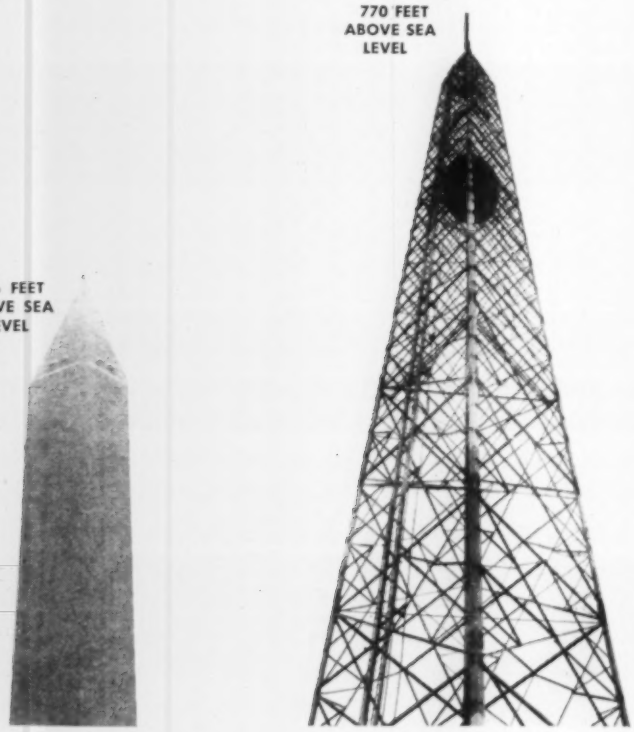
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

ON THE WASHINGTON SCREEN



Washington Monument — *WMAL-TV Tower*

The Highest Light In Washington . . .

• • • Towering high above everything in Washington, WMAL-TV's ultra-modern six-bay super-turnstile antenna is the highest point in the entire Nation's Capital! This "plus" in height is a contributing factor in the beautiful signal radiated into the homes of this vast market.

Power . . .
Programs
. . . Prestige

• • • WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskin football games, boxing, wrestling . . . top news events. . . WMAL-TV studio productions . . . or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 96 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

WMAL — **WMAL-TV** — WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

HENRY R. TURNBULL, account executive with Dancer-Fitzgerald-Sample New York, in charge of the Whitehall Pharmacal Co. account, appointed a vice president of D-F-S. With Duane Jones Co., Mr. Turnbull was radio director for the 1944 Dewey campaign. He subsequently was with Gahagan and Turnbull before joining D-F-S.

WILLIAM C. HURLEY, formerly of Don Lee Broadcasting System, Los Angeles, guest relations staff, joins Raymond R. Morgan Co., Hollywood, on MBS *Queen for a Day* show.

CLINE Adv. Service, Boise, Idaho, elected to membership in the Affiliated Adv. Agencies Network.

JULIUS J. ROWEN Co., New York, moved to larger quarters, at 1050 Sixth Ave., New York. Phone: Longacre 4-6190.

PAT GARROTT joins copy staff of Couchman Adv. Agency, Dallas. She was formerly on society staff of the Dallas *News*.

FAY E. EVANS, senior radio copywriter on Ivory Soap account, Compton Adv., New York, sails Nov. 16 for two-months' stay in Europe. While there she will act as personal representative for Earl Wild and Chauncey Kelley, pianist and conductor, respectively.

Miss Evans

CROOK Adv. Agency, Dallas, Tex., elected to membership in American Assn. of Adv. Agencies.

MAURICE S. WEISS, former account executive with Grey Adv., New York, joins Smallen-Ross Adv., same city, as account executive.

DR. VERGIL REED, associate director of media and research of J. Walter Thompson Co., New York, is on a two-month trip around the world, stopping at principal JWT offices.

OGDEN KNIFFIN, former account executive with Weiss & Geller, New York, joins Kenyon & Eckhardt, New York, in same capacity.

LESLIE DANIELS, formerly with Duane Jones Co., New York, joins copy department.

JAMES G. WALKER, former account executive with Newell-Emmett Co., New York, joins Bermingham, Castleman & Pierce, New York, in similar capacity.

WILLIAM R. MELTON, formerly with West Coast Lumbermen's Assn. joins James R. Lunke & Assoc., Seattle, as copy chief.

ELLIOTT CURTISS, formerly with Chilton Co., joins Alanson Q. Bailey Adv., San Diego. Mr. Curtiss will set up radio and television division to go under name of Elliott Curtiss Productions.

HENRY RICH joins Barton A. Stebbins Adv., Los Angeles, as account executive.

VIRGINIA ZIMMER, formerly with Herbert M. Baus Public Relations, Los Angeles, joins publicity staff of Harry Bennett Adv., same city.

CARL BYOIR & Assoc., Los Angeles, moved to 727 W. 7th St. Telephone TRinity 6421.

GEORGE GOODLET, formerly with J. M. Mathes Agency, New York, as account executive, joins Benton & Bowles, New York, as assistant account executive on Post's Cereals account.

ROBERT WEISBERG resigns as vice president of Leland K. Howe Assoc., New York. He announced no future plans. **WILLIAM TRAVIS** appointed vice president in charge of radio, and **MARY LEWIS** account executive and fashion coordinator for agency.

TUCKER WAYNE & Co., Atlanta, moved its offices from 98 Mitchell St., S. W. to 1175 Peachtree St., N. E.

GLENN Adv., Fort Worth and Los Angeles, reopened its Dallas office. **OTTO S. BRUCK** and **ARNOLD C. SHAW** are in charge. Address is 2909 Maple Ave.

DOROTHY A. NELSON joins Leonard Davis Adv. Agency, Worcester, Mass., as head of radio script department.

LEONA D' AMBRY rejoins Davis S. Hillman Inc., Los Angeles, as radio time-buyer. **WILLIAM MARTIN** joins agency as art director.

(Continued on page 75)

. . . is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC . . . 92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

. . . is for Bremerton and its $61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC . . . 86% of Bremerton's radio families listen regularly to our shows. ABC delivers virtually *all* the Coast market, inside, outside and all around the town.

. . . is for cows, which turn the green grass of Sonoma County, California, into oceans of milk and 97 million dollars. If you want to skim the cream off this strictly grade "A" market, remember that ABC is listened to regularly by 85% of the radio families in this rich dairy region.

On the coast you can't get away from

A B C

FULL COVERAGE . . . ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES . . . ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network . . . a 31% increase in facilities during the past year.

GREATER FLEXIBILITY . . . You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST . . . ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC . . . The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

in a key spot

Paul Wilson

Entered radio in 1929 with N.B.C.

Made Western Sales Manager of C.B.S. Radio Sales in 1937.

Appointed member of U.P.'s Special Service Bureau in 1940.

Made Sales Manager for Wm. G. Rambeau Co., radio representatives, in 1942.

Joined Adam J. Young, Jr., Inc. in 1945.

Paul Wilson has been elected vice president of Adam J. Young, Jr., Inc. From now on he'll be Sales Manager in charge of all our AM and FM activities in the United States. We're proud to have a man with Mr. Wilson's experience and ability in this key spot.

Adam J. Young Jr.
INCORPORATED

22 E. 40th STREET • NEW YORK, N. Y.

RADIO & TELEVISION REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

New Business

CARTER PRODUCTS, New York, appoints Raymond Spector Co., New York, to handle advertising for Natrasan, a new bulk-type jelly laxative. Radio will be used.

BEV CO. of AMERICA, Hoboken, N. J., appoints Robert Conahay & Assoc., New York, to handle advertising for Bev Cola and other soft drinks. Radio will be used.

BON AMI Co., New York, begins West Coast spot advertising campaign for "Glas Gloss." Product is being introduced on West Coast, and additional advertising will follow when it is introduced in other markets.

COLONIAL DAMES Inc., Los Angeles (cosmetics) appoints David S. Hillman Inc., same city, to handle advertising. Radio may be used.

REXALL DRUG Co., Los Angeles (Owl-Sontag drug stores), Oct. 25 started four additional quarter-hour five weekly programs on KMPC Hollywood for 52 weeks. Programs are recorded musical *A Song for You*, and *Club Time* Jeanne Gray *Woman's Voice*, and *Call Again* quiz show. Agency: BBDO, Los Angeles.

ANDREA RADIO Corp., Long Island City, N. Y., sponsoring *Camera Headlines* over WAVD (TV) New York, Mondays through Fridays 1:30-1:40 p.m.

JAYS POTATO CHIPS, Chicago, to sponsor *Daffy Derby* over WBKB (TV) Chicago, starting Nov. 10. Show is to be heard Wednesdays, 7:30 p.m. Agency: Kaufman & Assoc., Chicago.

ANHEUSER-BUSCH, St. Louis (brewery), begins sponsorship Nov. 18 of *Snapshots From Hollywood* over KSD-TV St. Louis.

JOHN W. SHAW Agency, Chicago, for Beltone Hearing Aid Co., Chicago, is conducting local spot test campaign in 15 major markets, to end late this month. Cities are New York, Chicago, Albany, St. Louis, Milwaukee, Cleveland, San Francisco, Richmond, Boston, Pittsburgh, Tulsa, Birmingham, Springfield, Mo., Grand Rapids and Mobile. Ruthrauff & Ryan, Chicago, handles bulk of Beltone account.

HOTPOINT Inc., Chicago (electrical household appliances), Nov. 1 started five-weekly hour sponsorship of Al Jarvis *Make Believe Ballroom* on KLAC Hollywood. Contract is for 13 weeks. Firm planning combined AM and television program aimed at Southern California housewives. Agency: Ross Gardner & White Adv., Los Angeles.

PACIFIC CITRUS PRODUCTS Co., Fullerton, Calif. (Hawaiian Punch), this month starting test spot campaign on Fresno, Calif. stations with plans for further expansion in western markets. Agency: Atherton Adv., Los Angeles.

ALUMA-LOCK Corp., Portland, Ore., (interlocking aluminum shingles) appoints Schultz & Ritz, same city, to handle advertising. Radio will be used.

PETTY MOTOR Inc., Salt Lake City (Ford dealer), sponsoring home football games of U. of Utah on KDYL-W6XIS (TV) Salt Lake City. Agency: Gillham Adv., same city.

32ND DISTRICT AGRICULTURAL Assn., Long Beach, Calif., appoints Patch & Curtis, that city, to handle advertising for Orange County Fair. Radio will be used.

SOUTHEAST FURNITURE Co., Salt Lake City, sponsoring 20-minute football television film *Philco Touchdown Program* on KDYL-W6XIS (TV) Salt Lake City.

RENUZIT HOME PRODUCTS Co., Philadelphia, maker of Renuzit and Super Renuzit Home Dry Cleaner, and Renuzit Self-Polishing Wax, appoints McCann-Erickson, New York, to handle its advertising effective Nov. 15.

J. N. CEAZAN, San Francisco (distributor for Capehart and Farnsworth Radios and Dayton Tires) appoints Russell, Harris and Wood, same city, to handle advertising. Radio will be used.

TAYLOR AUTOMOBILE Co., Los Angeles, starting 26-week series of one-minute weekly filmed *Travel Talks* on KLAC-TV Los Angeles. Agency: Lockwood-Shackelford Adv., Hollywood.

E. F. HUTTON & Co., Los Angeles (stock exchange) appoints Erwin, Wasey & Co., that city, as agency.

LORD'S department store, Evanston, Ill., tripled its radio budget on WNMP Evanston with addition of a 15-minute dinner music program across the board, an increase in the number of spot announcements to 25 weekly, plus special

(Continued on page 84)

The SELLING POWER of Your SPOT ANNOUNCEMENT Goes UP or DOWN with its Program Association—

...the most important factor to be considered in Buying Spot Time!

For the 1948-1949 season, WOW has the finest line-up of programs ever aired on the station—the BEST of NBC—the BEST of local programs—the BEST of NEWS. That's why WOW will continue to be the station "most people listen to most" in this area . . .

That's why your SPOT ADVERTISING on WOW will reach the largest available audiences at all times.

For availabilities, see your nearest John Blair Man—or write, wire or phone Johnny Gillin.

The chameleon takes its color from its background . . . SPOT ADVERTISING gets its CIRCULATION from its PROGRAM ASSOCIATION

TWENTY-FIFTH ANNIVERSARY YEAR

RADIO STATION WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Telestatus

(REPORT 32)

OCT. 3-9 BUSINESS

MORE THAN 100 advertisers joined the ranks of TV sponsors during September. This figure raised the total from 358 during the first week of that month to 482 which were active in TV during the first week of October, according to the Oct. 3-9 Rorabaugh Report on Television Advertising.

During that week, according to data sent in by 38 video stations in 21 markets, commercial TV time was used by 32 network advertisers, 181 spot advertisers (including 12 who were also in the network ranks) and 281 local advertisers.

Broken down by type of business (Table I) they show the leading class to be advertising of radios, including TV sets, phonographs, etc., with 82 accounts, largely in the local dealer category. Automotive advertisers rank next with 61 accounts, again chiefly at the local level.

Clothing ranks third with 57 advertisers, foods fourth with 39 and beers and wines fifth with 38 advertisers using TV the first week of October.

Market Analysis

Analyzed by markets (Table II), the data shows Philadelphia still in the lead, with 119 active accounts, well ahead of second-place New York which has only 102 accounts, despite the fact that New York boasts six TV stations to Philadelphia's three.

Washington ranked third with 92, just one ahead of Baltimore, and Chicago, with 55 TV advertisers during the measured week, wound up fifth by a two-account margin over Boston.

A significant finding shown in this table is that no city had fewer TV advertisers in October than in the previous month; Detroit stayed even and all the others recorded a gain. Data on the new advertisers since the last report are tabulated in Table III.

Total commercial TV time used during the week of Oct. 3-9 was reported as 385 hours and 9 minutes, a gain of 38.5% over the total of 278 hours and 1 minute for the week of Sept. 5-11 (TELESTATUS, Oct. 11).

Analysis of these hours by types of programs (Table IV) shows sports well in the lead, with 190 hours and 3 minutes or 49.3% of the total time. Variety programs, with 55 hours, 45 minutes, or 14.4% of the total time, ranked second. News was third, announcements ranked fourth and dramatic programs ranked fifth in volume of commercial time. Rankings this month and last are compared in Table V.

Division of time between programs and announcements (Table VI) shows a 19 to 1 ratio in favor of programs. But when the comparison is made on the basis of advertisers rather than hours (Table VII) the picture changes. Here we find 293 advertisers sponsoring TV spots to 233 video program sponsors.

TABLE I

TV Advertisers, Oct. 3-9

	Network	Spot	Local	Total
1. Agricultural & Farming	—	—	—	—
2. Apparel, footwear & accessories	3	18	36	57
3. Automotive, automotive accessories & equipment	2	3	56	61
4. Aviation, aviation accessories & equipment	—	—	—	—
5. Beer, wine & liquor	1	37	—	38
6. Building materials, equipment & fixtures	1	8	2	11
7. Confectionery & soft drinks	1	12	—	13
8. Consumer services	1	6	17	24
9. Drugs & remedies	—	3	2	5
10. Entertainment & amusements	—	—	4	4
11. Food & food products	4	23	12	39
12. Gasoline, lubricants & other fuels	2	7	1	10
13. Horticulture	—	1	3	4
14. Household equipment & supplies	2	6	9	17
15. Household furnishings	—	5	8	13
16. Industrial materials	—	—	—	—
17. Insurance	—	—	2	2
18. Jewelry, optical goods & cameras	1	8	7	16
19. Office equipment, stationery & writing supplies	—	2	3	5
20. Publishing & media	—	4	6	10
21. Radios, phonographs, musical instruments & accessories	5	12	65	82
22. Retail stores & shops	—	—	28	28
23. Smoking materials	3	8	—	11
24. Soaps, cleansers & polishers	—	4	6	10
25. Sporting goods & toys	1	3	—	4
26. Toiletries	5	7	1	13
27. Transportation, travel & resorts	—	—	3	3
28. Miscellaneous	—	4	10	14
TOTAL	32	181	281	494*

* Larger than the actual total as four network activities also use spot TV advertising.

* * *

TABLE II

Markets and Types of Accounts, Oct. 3-9

Market & Stations	Network Accts.	Selective Accts.	Local-Retail Accts.	Total Accts. Oct. 3-9	Total Accts. Sept. 5-11	Gain or Loss
*Atlanta (1)—WSB-TV	3	5	5	13	—	P 13
Baltimore (2)—WBAL-TV, WMAR-TV	32	24	35	91	72	P 19
Boston (2)—WBZ-TV, WNAC-TV	31	13	9	53	29	P 24
Buffalo (1)—WBEN-TV	5	8	6	19	15	P 4
Chicago (3)—WBKB, WGN-TV, WENR-TV	3	37	15	55	45	P 10
Cincinnati (1)—WLWT	4	11	4	19	18	P 1
Cleveland (1)—WEWS	3	13	5	21	16	P 5
**Detroit (1)—WWJ-TV, WXYZ-TV	7	11	5	23	23	0
*Ft. Worth-Dallas (1)—WBAP-TV	—	6	8	14	—	P 14
**Los Angeles (3)—KTLA, KTSL, KFI-TV KLAC-TV	2	25	22	49	41	P 8
Milwaukee (1)—WTMJ-TV	6	7	27	40	25	P 15
Minneapolis (1)—KSTP-TV	3	2	4	9	7	P 2
New Haven (1)—WNHC-TV	3	6	11	20	18	P 2
New York (6)—WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX	36	54	12	102	76	P 26
Philadelphia (3)—WCAU-TV, WFIL-TV, WPTZ	33	43	43	119	89	P 30
Richmond (1)—WTVR	23	5	8	36	24	P 12
Salt Lake City (1)—KDYL-TV	3	2	5	10	8	P 2
Schenectady (1)—WRGB-TV	24	5	4	33	20	P 13
St. Louis (1)—KSD-TV	5	15	6	26	21	P 5
Toledo (1)—WSPD-TV	6	8	17	31	23	P 8
Washington (3)—WMAL-TV, WNBW WTTG	34	27	31	92	71	P 21

* First report on Atlanta and Fort Worth-Dallas markets.
** WXYZ-TV Detroit did not go on the air commercially until Oct. 9, the last day of the reporting period covered by this report. KLAC-TV Los Angeles was not operating on a formal commercial basis during the week of Oct. 3-9.

TABLE III

Newly Active Accounts Reported for First Time in October

	Network	Selective	Local-Retail	Total
*Atlanta	3	5	5	11
Baltimore	13	5	8	26
Boston	12	4	4	20
Buffalo	3	—	3	6
Chicago	2	11	5	18
Cincinnati	1	1	2	4
Cleveland	2	3	2	7
Detroit	3	3	1	7
*Fort Worth-Dallas	—	6	8	14
Los Angeles	1	5	7	13
Milwaukee	3	2	12	17
Minneapolis	1	—	2	3
New Haven	1	2	2	5
New York	15	17	7	39
Philadelphia	14	11	16	41
Richmond	8	2	3	13
Salt Lake City	1	—	1	2
Schenectady	9	1	4	14
St. Louis	1	3	3	7
Toledo	3	2	3	8
Washington	13	7	11	31

* First reports on Atlanta and Fort Worth.

* * *

TABLE IV

Video Service Analysis (Commercial Telecasts), Oct. 3-9

Program Type	Studio Live Hrs-Min	Studio Film* (or slide) Hrs-Min	Studio (live &/or Film)* Hrs-Min	All Remotes (live &/or Film) Hrs-Min	Total by Prog. Class Hrs-Min	Percent
Aud. Particip.	5:05	—	1:10	—	6:15	1.6
Childrens	14:15	—	—	—	14:15	3.7
Discussion	16:15	:29	—	—	16:44	4.6
Drama	10:45	8:50	—	—	19:35	5.1
Education	2:00	:30	:15	—	2:45	.7
Fashions	5:20	:15	—	—	5:35	1.4
Household Hints	3:10	—	:10	—	3:20	.8
Musical	5:30	:45	:57	—	7:12	1.9
News	:50	25:22	4:35	:20	31:07	8.1
Quiz	5:35	—	:15	—	5:50	1.4
Sports	8:10	6:48	9:40	165:25	190:03	49.3
Special Events	—	—	—	1:00	1:00	.3
Variety	54:15	—	1:00	:30	55:45	14.4
Weather Reports	:05	:15	:05	—	:25	5.5
Time Signals	:12	1:34	:30	—	2:16	
Other Annemnts	:56½	13:59	3:16½	:10	18:22	
Miscellaneous	3:40	:10	:50		4:40	1.2
Totals Hrs-Minutes by Service Category	136:03½	58:57	22:43½	167:25	385:09	100.0%

* Including Network Programs

TABLE V

Rank of Video Programs (Commercial) by Broadcast Hours

	Oct. 3-9	Sept. 5-11
Audience Particip.	9	11
Childrens	7	7
Discussion	6	9
Drama	5	4
Education	13	10
Fashion	11	—
Household Hints	12	—
Musical	8	6
News	3	2
Quiz	10	8
Sports	1	1
Special Events	14	12
Variety	2	3
All Annemnts.	4	5

TABLE VI

Video Air Time, Oct. 3-9 (Commercial)

	Hrs-Min.	Percent
Programs	364:06	94.5
Announcements	21:03	5.5
	385:09	100.0

* * *

TABLE VII

Breakdown of TV Advertisers by Sponsorship of Programs or Announcements, Oct. 3-9

Breakdown of Advertiser	Number Sponsoring Programs	Number Sponsoring Announcements	Total
Net	32	—	32
Spot	80	109	189*
Local	121	184	305*
TOTAL	233	293	526*

* Slightly more than actual number as some advertisers sponsor both programs and announcements.

ANOTHER
ANNIVERSARY
UNDER
OUR
BELT . . . .

Six FULL Weeks of Progressive Operation

WSB-TV

"The Eyes of the South"

Adds Another Laurel to its Impressive List of "Firsts"!

National Election Results

●

Football Clinic

●

Religious Oratorio

●

Shrine Circus

●

Selected Schedule of Local Special Events

Set Sales Keep Climbing . . . . . Audience Interest Keeps Mounting . . . . . Rates are Still constant - - But Not For Long.

If *YOU* want to reach this major market better make your plans now!

Six weeks young and performing like a trooper - - WSB-TV has caught the pioneer spirit of WSB-AM . . . . forging ahead with new, stimulating, productive ideas on entertainment, education and public service.

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

Represented by Ed Petry Co.

Suggestion: List Sets

EDITOR, BROADCASTING:

Here's a suggestion. . . . I get an awful lot of TV weekly schedules, and the thought occurs to me that if the station would put somewhere on their schedule, either on the top, or if it is a four-page folder, on the front, the number of sets in their area, it would be a real help to agencies, advertisers, etc. No charge. . . .

Adrian J. Flanter
Benrus Watch Co.
New York

* * *

Likes Condensed Data

EDITOR, BROADCASTING:

This is just by way of saying thanks for the 1948 MARKETBOOK. To me, the most important feature of it is the way the essential market information is laid out. It is extremely helpful to have all the dope condensed and contained in one book, rather than having to wade through three or four publications for the material I need.

During these busy days, anything that saves me precious minutes of time is always welcome.

Lawrence B. Krasner
Pacific Coast Manager
Forjoe & Co.
Los Angeles

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Interesting Approach'

EDITOR, BROADCASTING:

Thank you very much for the 1948 MARKETBOOK which arrived yesterday. While I have not had much opportunity to study it carefully, I did skim through Dr. Andrew's "Market Potential by Counties," which appears to be a very interesting approach to this problem.

. . . . . I am sure this MARKETBOOK will be of distinct value here.

William H. Scott
Market Research Dept.
Eastman Kodak Co.
Rochester, N. Y.

* * *

Borden's Wants Data

EDITOR, BROADCASTING:

I am writing to inquire about the chances of obtaining copies of the inserts titled TELESTATUS which appear each week in BROADCASTING.

I have report No. 30 but not the other 29 copies. I would appreciate whatever you may be able to do for me. . . .

Joseph W. Tammany
Television Dept.
Borden's
New York

* * *

Handy for Timebuyers

EDITOR, BROADCASTING:

We have received your 1948 MARKETBOOK and I want to congratulate you on a fine job of compiling this pertinent data in handy form for the timebuyer.

Gene Duckwall
Business Manager
Foote, Cone & Belding
Los Angeles

RELIGIOUS RESULTS
Radio Increases Episcopal Fold, Says Jordan

NEWCOMERS to the Episcopal fold have increased by as much as 50% as a direct result of radio, according to Robert D. Jordan, promotion director for the National Council of the Protestant Episcopal Church. The church, in an experiment in "institutional advertising," is currently sponsoring *Great Scenes From Great Plays* over 600 MBS stations (8-8:30 p.m., EST, Fridays). The series has just been renewed for a second 13 weeks, running into March.

"For a program that leans backward in an effort to avoid religious messages, or perhaps because it does, results have been remarkable," said Mr. Jordan. "The response from those who haven't been to church for years, from those who are Christmas and Easter worshippers, and from 'church homeless,' has been traced decidedly to the radio program."

Asked whether converts from other denominations have been made, Mr. Jordan disclosed that the majority of "new faces" seen in the Episcopal churches have been of people formerly affiliated with other churches, if they have been religious at all.

Script Contest

EFFORTS are under way to secure sponsors of prizes to the college radio writers submitting best scripts for the National Radio Script Contest, launched a fortnight ago by the Assn. for Education by Radio. A strong attempt is being made to get stations as regional sponsors to permit a direct contest tie-in between stations and schools in their areas. *Esquire* and World Book Encyclopedia are expected to be among national sponsors in the 1948-49 contest. Rules are available from the National Radio Contest Office, U. of Oklahoma, Norman, Okla.

WSBT

—and only WSBT

—commands the

South Bend audience!

Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

RADIO

IN SERVICE OF HOME AND NATION

Dedicated

TO THE PRESERVATION OF AMERICAN FREEDOMS

50,000 WATTS	50,000 WATTS	50,000 WATTS (DAYS)
WJR	**WGAR**	**KMPC**
DETROIT	CLEVELAND	LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS	FRANK E. MULLEN	HARRY WISMER
Chairman of the Board	*President*	*Ass't to the President*

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

Feature of the Week

WCAU - TV Philadelphia has stepped up its operating schedule to 85 hours a week by use of what it calls a "Flying Spot Scanner."

Starting at 10 each morning, the scanner carries a running news report, continuous minute-by-minute time reports, hourly weather reports, and music via the new long-playing Columbia records. It is used when no studio or remote program is in progress.

The service was designed and perfected by Roy A. Meredith, station production supervisor, who is keeping actual working of the project a secret. Station officials have disclosed, however, that it requires a minimum of manpower to operate and does not tie up the services of a camera crew or a camera.

The project is almost fully automatic, thus freeing the WCAU-TV staff and equipment for rehearsals and other duties during the hours it is in use.

Mr. Meredith said the system employs transparencies and clock synchronization, but did not divulge further details.

WCAU-TV has not yet offered the "Flying Spot Scanner" service commercially, but the station now is studying rates, copy regulations, commercial length and other factors in preparation for selling time on it.

The "Flying Spot Scanner" in operation.

* * *

The viewer sees a moving news ticker which brings the latest news as quickly as the WCAU news room can condense it into flashcast form. Also on the screen is a minute-by-minute time slot, where the correct time is constantly fed. A system of bells, similar to those used by the national wire services, calls attention to important upcoming news. A bell system also is used for programs and special events about to be televised.

On All Accounts

AN OLD-FASHIONED gal when it comes to cooking, Marion Reuter, timebuyer at Young & Rubicam, Chicago, sets a modern pace in business.

Trim and stylish, Marion compensates for the sedateness of her profession by wearing an assortment of giddy hats, preferably in bright colors, yellows and greens. Dressmaker suits and novel earrings are "major passions" in her life, transcending even her enthusiasm for work.

A timebuyer with Y & R for two years, Marion previously was a "one-woman radio department" there. When Stu Dawson, radio director, resigned to go to Foote, Cone & Belding four years ago (he is now with Feature Productions, Chicago), she strained her neck muscles keeping her chin up, she recalls. Marion was relieved of this multiple-barrage of agency activities in 1946 when Phil Bowman became Y & R's radio director.

MARION

Marion buys time for Rath Packing Co., Waterloo, Iowa (Black Hawk meats); Joseph Schlitz Brewing Co., Milwaukee; John F. Jelke Co. (margarine, salad dressing); Purity Bakeries (Taystee bread, Grennan cakes); O' Cedar Corp. (mops, polishes); Truck Division of International Harvester Co., and the Hammond Instrument Co. (organs), all Chicago.

Purity, her major account, sponsors national spots, *Bill Ring*, *Food Scout* and Cedric Adams, popular Minneapolis commentator and writer, all for Taystee bread. Spots and the *Texas Rangers* are used for Grennan cakes. A farm news show and *Talent Review* sells Rath meats, while spots and a new show promote Jelke products. The Chicago milk division of the Borden Co. uses spots and *Tell Me a Story*.

Several of Miss Reuter's accounts are investigating TV shows.

Miss Reuter, in true timebuyer tradition, entered advertising through the back door, but with both feet in it. After graduation from Chicago's Immaculata High School, she landed a job as secretary in the creative department of Hellmer V. Swenson Co. advertising agency, which closed shop 11 years ago.

Rustling through all phases of agency routine, she migrated to WBBM Chicago (CBS) as secretary to Sales Manager Harry Mason Smith, former sales manager at

(Continued on page 70)

WMBD dominates PEORIAREA

in national spots

National spot advertisers buy more time on WMBD by far than on any other Peoria station. They base this preference on the RESULTS obtained from:

- **Greater Share of Audience than All Other Peoria Stations COMBINED** (Hooper Peoria, Ill. Fall-Winter Report Oct., 1947-Feb., 1948)
- **Full Scale Promotion and Merchandising.** 70 announcements weekly . . . newspapers . . . bus cards . . . displays . . . direct mail . . . merchandising publication.
- **Powerful New Facilities.** New AM and FM power (5,000 watts AM with 20,000 watts FM at **no extra cost**) . . . increased coverage . . . new, modern theatre & studios.

. . . and LIVE shows sponsored by national advertisers!

More and more WMBD live shows are becoming national advertiser-sponsored. For example — Vick's Chemical, P & G Dreft, Star Model Beer. WMBD has the program know-how to do the job . . . full staff orchestra and 23 other program personalities. Total staff of 65 trained personnel.

ASK FREE & PETERS

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
November, 1948

Mr. Frank Silvernail
Batten, Barton, Durstine & Osborn, Inc.
385 Madison Avenue
New York 17, N. Y.

Dear Frank:

Someone down your way was admitting that the new WGY morning looked like the answer to a spot advertiser's prayer. But, says he, how about those other commercial periods during the WGY day? Forgotten?

It's a pleasure to nail that one, Frank. We've overlooked those other shows like Fred Allen overlooks Jack Benny.

First, the Heptet. Two arrangers for big-name bands have gone to work for us. Their stuff is being used by a new musical unit called The Heptet. The Heptet broadcasts twice daily -- at 12:15-12:30 PM, and at 6:15-6:30 PM. This orchestra supplying smooth background for local live commercial announcements and transcriptions at no extra cost to your clients makes spots in these shows rather remarkable buys. The programs are specially scripted and get finished production, too.

Then, between 1:05 and 1:45 PM, on weekdays except Saturday, there is a new show called "Two's Company". Two established WGY personalities, Howard Reig and Mary Cherry, have teamed up for a disc show. These young people are not only mail pullers from way back, but have put together a stanza with gimmicks and ideas galore.

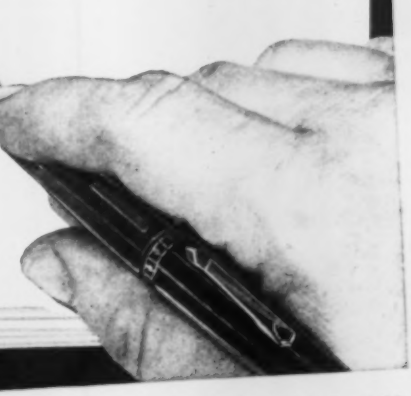
So, the local messages of your clients get the support of real showmanship all day long -- not just during the new WGY morning. Also, the support of 50,000 KW and NBC programming. If any details are lacking, Jim McConnell and his NBC Spot Sales laddies are ready to provide them.

Sincerely,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs



this is GREATER Miami

Fashion is big business in Greater Miami. Born a few short years ago, Miami's flourishing fashion industry is a recognized factor in the city's year-round economy. Today more than 100 manufacturing firms produce an annual volume of more than $25,000,000. And in retail sales, Greater Miami -- the acknowledged proving ground for next year's fashions -- is well up on the list of the nation's "high spot" cities.

Here is still another of the key industries which power Miami's diversified market,-- with its annual spending bankroll of $500,000,000, and one of the highest per capita sales ratios in the country. Experience proves, the effective, low-cost way to reach this buying power is WQAM -- Miami's First Station -- whose clear signal blankets all of Greater Miami and offers profitable plus coverage of the 15 additional counties in its trading area.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 35, No. 19 WASHINGTON, D. C., NOVEMBER 8, 1948 $7.00 A YEAR—25c A COPY

WHAT NEXT IN RADIO? *Legislative Lineup Readied for Changes*

By SOL TAISHOFF

WHAT HAPPENS in radio, regulation - wise, business - wise, legislatively, now that Harry S. Truman takes over the reins of government in his own right?

(1) In a regulatory way, the status quo is indicated. The FCC, for the immediate future, should remain unchanged. Chairman Wayne Coy is expected to continue at the radio helm. (If the pay scale is raised to $15,000, already recommended, he and most of his colleagues will be happy.)

(2) The business of radio—including television—is interwoven with the national economy, and that takes in the legislative scene. Return to price controls could have an effect upon national advertising budgets. Restoration of higher corporate taxes, as advocated by Mr. Truman, hits every corporate pocketbook.

(3) Modification of the Taft-Hartley Law might create new labor problems for radio, particularly if the secondary boycott is legalized. (Example: Petrillo could again demand that networks or transcribers pull the plug on stations on his "unfair" list.)

A shift in radio legislative activity from the House, where the GOP-created Select Committee has been functioning, to the Senate, where the Interstate & Foreign Commerce Committee will be headed by Sen. Edwin C. Johnson, a militant performer on the radio front, presages some fireworks probably early in the next session.

Crosser for Commerce Committee

In the House, the veteran Rep. Robert Crosser of Ohio is slated for the chairmanship of the Interstate & Foreign Commerce Committee. Principally interested in railroads and railroad labor, it is doubted whether, if he assumes the chairmanship, he will interest himself too actively in radio.

Chances are, at this early date, that he would be disposed to reinstate standing subcommittees in specialized categories, with the next ranking Democrat, Rep. Alfred L. Bulwinkle of North Carolina as chairman—a post he held prior to Republican organization of the House two years ago.

The fate of the House Select Committee to Investigate the FCC is uncertain. It was created suddenly at the close of the last session [BROADCASTING, June 21] under Republican auspices. An interim report castigating the FCC has been filed. Another is due when the new Congress convenes. But, with absolute Democratic control of the lower body, the report is destined to find its fate in a pigeonhole.

Rep. Forest A. Harness of Indiana, chairman of the Select Committee, was defeated in the Truman sweep. Other members of the committee were re-elected. They are Leonard W. Hall of New York and Charles H. Elston of Ohio, Republicans; Oren Harris of Arkansas and J. Percy Priest of Tennessee, Democrats.

The complexion of the FCC is expected to remain unchanged principally because of Mr. Truman's supreme confidence in Chairman Coy. Mr. Coy is likewise highly regarded on Capitol Hill both in the new Democratic majority as well as GOP quarters.

Mr. Coy, like several of his predecessors, is feeling the pinch of the niggardly $10,000 annual pay scale. He left a vastly more remunerative position as executive vice president of the *Washington Post* radio stations (WINX and WINX-FM) to accept President Truman's call to the FCC helm last December.

Prior to the Truman upset, it was thought that Mr. Coy would leave the FCC to permit the Republican President to name his own chairman. Commissioner Robert F. Jones, former Ohio Congressman, had been most prominently mentioned for the successorship under Republican organization.

Next Vacancy

The next vacancy on the FCC, in the normal course, would be that of Commodore E. M. Webster, whose term expires next June 30. An independent politically and a native of Washington, D. C., he is regarded as one of the world's foremost experts in communications related to marine and aviation services. Chairman Coy, it is known, will strongly urge his reappointment and, as things stand now, that is viewed as tantamount to the action itself.

It is doubted whether Mr. Coy will be disposed to effect any far-reaching changes at the staff level. He has worked well with all department heads and with his fellow commissioners.

Prior to the elections, something approaching an exodus from the Law Bureau had been predicted. Now few, if any, changes are expected other than the normal flow.

There is a vacancy in the post of chief engineer, created with the elevation of George E. Sterling to a commissionership last January. John A. Willoughby has been acting chief engineer. It is assumed that the permanent post will be filled shortly.

Thus, the FCC is expected to function in all of its multifarious operations without any noticeable hitch. Such fundamental matters as TV allocations, disposition of the long-pending clear channel case, policy on program giveaways and the editorializing issue will be handled in customary fashion.

Now pending before the FCC is a plan to reorganize the body along functional lines, separating the agency into three autonomous divisions—broadcast, common carrier, and safety services.

Comr. Webster particularly has been pressing for action to permit

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RATINGS *Not 'Definitive' Gauges, Says Bannister*

COMPARING the universal failure of the "pollsters" to predict the Truman triumph with what he feels is a "great weakness" of radio, Harry Bannister, NAB director and general manager of WWJ Detroit, Thursday wrote the following letter to BROADCASTING:

"Last Tuesday's election provides radio with a great lesson and an opportunity to correct one of its glaring weaknesses. It's high time we stopped the ridiculous emphasis on program ratings which bounce up and down like a seesaw.

"Programs are bought and cancelled, entertainers are hired and fired, stations are classified relatively on the basis of ratings which are regarded as definitive measurements, something they are not and never can be.

"The election returns show differences of only a few percentage points when compared with the findings of the pre-election polls. But the projection of these differences produces a final result of 304 electoral votes for President Truman as against the Gallup prediction of 134.

"The Hooper technique is substantially the Gallup technique. If the country can be led into a blind alley by Gallup, where is radio going?

"The labeling of a radio program with a "rating" immediately produces consequences which are far-reaching. If we must have program ratings, and apparently we must, then the job should be done by radio itself.

"Maybe BMB should stop playing around with the outer fringes of the coverage problem and attack the heart of the matter. I dropped out of BMB because I thought we got very little for our money. But, I'd be very much interested in any industry - sponsored project that would produce a system of program ratings which, while not necessarily infallible, would be accurate, factual, realistic, and calculated on a base sufficiently large to minimize all degrees of error."

HARRY BANNISTER
General Manager, WWJ Detroit

RADIO IN CONGRESS

Election Ushers in New Faces

By ED KEYS

THERE WILL be many names familiar to radio circles on the rolls of the 81st Congress when it convenes in January. Conversely, some identified with radio, will not re-occupy their seats, or will have been deprived seats in their initial attempts.

Congressional radio figures treated favorably in the past election include Sens. Robert Taft (R-Ohio), Homer E. Capehart (R-Ind.), Chan Gurney (R-S.D.), Glen H. Taylor (D-Idaho), William F. Knowland (R-Calif.), Reps. John Phillips (R-Calif.), Alvin E. O'Konski (R-Wis.), Harris Ellsworth (R-Ore.), Lyndon B. Johnson (D-Tex.), W. Kingland Macy (R-N.Y.) and Karl Stefan (R-Neb.).

Political aspirants and others, connected in some way with radio, upon whom the voters smiled Nov. 2 included Matthew M. Neely, Chester Bowles, Robert S. Kerr, Secretary of the Army Kenneth C. Royall, Assistant Secretary of the Army Gordon Gray, H. R. Gross, Iowa newscaster, and Beauford H. Jester, Texas Governor.

Those less fortunate included Tyrrell Krum, NBC veterans editor, Roy Acuff, radio entertainer, and Rolf Kaltenborn.

WKRC Ownership

Sen. Taft's family is included in the ownership of the *Cincinnati Times Star* and WKRC Cincinnati. He was reelected but loses his position as head of the majority party's policy committee.

Also winning reelection was Sen. Gurney, who will not return, however, as chairman of the powerful Senate Armed Forces Committee. The Gurney family formerly operated WNAX Yankton, S. D., which Sen. Gurney managed.

Sen. Capehart, whose family formerly owned the Capehart radio manufacturing firm, and who is presently active in a commercial phonograph producing firm, also won re-election.

The former radio hillbilly cowboy, Sen. Taylor, will be back in January, but having bolted his party and lacking seniority on any committee will play no important role where bills are drafted.

Sen. Knowland, who with other members of his family owns the *Oakland* (Calif.) *Tribune* and KLX Oakland, will be returning. He is a member of the newspaper's board of directors and is its assistant publisher.

Among the survivors also was Rep. Phillips, who has an interest in KPAS Benning, Calif.

The owner of WLIN Merrill, Wis., Rep. O'Konski, was also ordered back to Washington by voters in that state.

Voters reserved a seat for Rep. Ellsworth who owns KRNR Roseburg, Ore.

Johnson Returns

Rep. Lyndon B. Johnson, whose wife, Claudia, owns KTBC Austin, will return this coming year as one of the Texas Senators. He will take the seat vacated by W. Lee (Pass-the-Biscuits) O'Daniel, a former radio entertainer.

Elected as a Senator from West Virginia was Matthew M. Neely, whose initials were given to WMMN Fairmont, W. Va.

Rep. Stefan, who has served in the House continuously since the 74th Congress, got a return ticket to the Capital. He formerly was a news commentator on WJAG Norfolk, Neb.

Chester Bowles, one of the founders of Benton & Bowles agency and a prominent figure in early radio advertising, won the gubernatorial election in Connecticut.

Coming in on the Democratic sweep, as Governor of Texas, will be Beauford H. Jester, an owner of KWTX Waco, Tex.

Another Democratic triumph was the election of Robert S. Kerr as Senator from Oklahoma. Mr. Kerr is chairman of the board of directors of the West Central Broadcasting Co., licensee of WEEK Peoria, Ill.

Looking secure in their near-

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Urging the people to vote, WOR New York conducted an election eve campaign using a century-old horse car. Colored bunting, blowups of the presidential candidates and of WOR-Mutual commentators decorated the vehicle. Conductors J. R. Poppele (second from left), vice-president of WOR, and Mutual President Edgar Kobak are flanked by Jean Chalmers and Thomas C. Flynn of the station publicity department.

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"Radio . . . The Most Effective Means"

By KEN FRY

Radio Director, National Democratic Committee

"This campaign proved, if any proof were needed after the Roosevelt campaign, that outside of personal contact, radio is by far the most effective means of reaching the mass of the public.

"Obviously on personal contacts you can only do so much although the President did make some 300 speeches. Combined with radio, personal appearance speeches did the job.

"The campaign proved radio's effectiveness more clearly and substantially by the fact that victory was accomplished in spite of opposition by the entire press. Radio is the only way of getting the story to the people without going through the opposition. Material, thoughts and views are not sifted through other hands and minds.

"Radio's use proved that a candidate doesn't necessarily have to be a good radio actor to make effective use of the air.

"While Mr. Truman's radio performance doesn't compare with Mr. Roosevelt's in a dramatic sense, in the end it didn't matter. Mr. Truman campaigned directly to the people in person and by radio, but no medium or combination of media will necessarily win an election for a candidate in whom the people don't believe.

"Vital factors in the victory were Mr. Truman himself, and his broadcasts, and his straight, simple story on issues and the sins of the 80th Congress. Result of that is proved by who the hell's sitting in Congress next session.

"I've heard something to the effect that it was the housewives who licked Mr. Dewey. Well, we made a direct appeal to women with our disk jockey show (ABC, Mondays, Wednesdays and Fridays, 3:45-4 p.m.). It stressed issues important to them, and it was entertaining. However, at no time during the campaign did the committee go into 'vaudeville.' It was all straight selling on facts and issues.

"Another vital factor was the help of labor. ILGWU, AFL, and CIO spent nearly as much on radio to promote Mr. Truman as did the National Committee.

"One thing I want to bring up as a suggestion. The radio industry might well inspect their political broadcast policies. They are handicaps to the political parties and to the broadcasters themselves.

"For instance, the way political programs are signed on should be changed. The way they are handled is as if an announcer would say: 'The following time has been purchased by the American Tobacco Co. so that Jack Benny can give a comedy show in behalf of Lucky Strike cigarettes.' I think it drives listeners off the air.

"However, this is not a complaint. Radio has been good to us. I think that before the next election time rolls around, broadcasters should look into the matter."

RADIO AND TV'S BIG STORY

Election Coverage Sparkled

U. S. RADIO and television rose last week to the most dramatic occasion in recent domestic history.

Together they provided hitherto unmatched coverage of a national election which confounded experts and kept millions of Americans listening and looking throughout an entire night.

At unprecedented expense and effort, the major AM, FM and TV networks and independents produced a nation-wide coverage of the enormous political upset that left all other media lagging hours behind.

Morning newspapers in New York Wednesday carried election returns that had been broadcast the night before.

Impact Hits Home

The major networks could not have picked a more dramatic year to sell, for the first time in their history, sponsorship of election returns. Advertisers who had bought the returns in anticipation of a quick decision were suddenly presented with triple their money's worth as the returns went on and on without reaching a decision.

Nor could television broadcasters have picked a more dramatic election to inaugurate network video coverage of a national political bout.

All major networks stayed on the air until Wednesday morning, continuing throughout Tuesday night to broadcast on-the-spot developments and nation-wide returns as the race grew hotter and hotter.

Gruelling Stretch

For hundreds of commentators, analysts, reporters, engineers and the general staffs, it was a gruelling stretch.

A special C. E. Hooper audience survey of the four major networks in 36 cities showed that between 8 and 11 p. m. Tuesday sets in use were 54.7. There were no measurements after that hour, but authorities surmised that high audience levels were maintained long after 11 p. m. owing to the uncertainity of the election outcome.

A network-by-network showing in Hooperatings for the Tuesday evening period showed:

NBC's Hooperating was 15.8; its share of audience 28.9. CBS's Hooperating was 14.1; its share of audience 25.8. ABC's Hooperating was 11.4; its share of audience 20.8. Mutual's Hooperating was 7.0; its share of audience 12.8.

A special Hooper survey of television viewing in New York showed video sets in use as 74.1 between 9 and 11 p.m. Tuesday.

Ratings for individual stations in the television survey were:

WNBT's Telerating was 32.3; its share of audience 43.6. WJZ-TV's Telerating was 15.0; its share of audience 20.2. WABD's Telerating was 13.6; its share of audience 18.4. WCBS-TV's Telerating was 8.2; its share of audience 11.1. WPIX's Telerating was 5.0; its share of audience 6.7.

Record Time for NBC

NBC radio and television, utilizing what is said to be a record amount of time, facilities and man-

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Election night scene at NBC as the newark reported progress of vote-counting over the nation.

New York headquarters of the CBS news staff during the all-night reporting of the Presidential race.

Combined radio-television newsroom of ABC in New York at the height of reporting the election returns.

COVERAGE

Individual Stations Report Elections

WITH EVERY U. S. station turning in an outstanding performance in coverage of the national election it is impossible to select those which did the best. The short capsule reports presented here, therefore, are intended merely as a cross-section of the way American radio handled the 1948 returns rather than any attempt to spotlite particular stations. These programs were aired in addition to network coverage which is reported in a separate story on this page.

● **WPAY WPAY-FM** Portsmouth, Ohio . . . and *Portsmouth Times*, all local and regional returns from 8 p.m. Tuesday to 3 a.m. Wednesday and 6:15, 7 and 8 a.m roundups on Wednesday.

● **WNHC AM-TV-FM** New Haven . . . local shows featuring members of station's news staff and southern Connecticut political personalities, and pickup from local campaign headquarters.

● **WBAP-TV** Fort Worth . . . 1 hr. 45 min. election eve program featuring cavalcade of American presidents and political backgrounds of President Truman and Gov. Dewey.

● **KTLA (TV)** Hollywood . . . remote broadcasts from two locations which featured interviews with California political figures and man on the street and crowd reactions.

● **KNX** Los Angeles . . . announcements of local and regional returns.

● **WTMJ WTMJ-TV** Milwaukee . . . remote pickups from The Milwaukee Journal Bldg., showing all vote gathering arrangements.

● **WMAR-TV** Baltimore . . . showed televiewers how extra editions of station's affiliate papers were printed.

● **WEEI** Boston . . . remote pickups of comments of local and regional political candidates.

● **WTIC** Hartford . . . pickups from all of state's towns and Hartford's precincts.

● **WBZ AM-FM-TV** Boston . . . in conjunction with the Boston *Post*, local and regional returns.

● **WPIX (TV)** New York . . . carried interviews from party headquarters, man on street, and comments from New York *Daily News* editorial rooms. Paramount Theatre in New York carried station's telecast of proceedings.

● **WTTG (TV) and WOL** Washington . . . telecasts and broadcasts from city room of Washington *Times Herald* with information on regional returns.

● **RRN (FM)** . . . cooperated with Continental FM Network for coverage to FM listeners in New York State.

● **WAAM (TV)** Baltimore . . . local and regional coverage and

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Crosser Is Named To 17th Congress

Probable House Commerce Head Sponsored Railroad Bills

REP. ROBERT CROSSER, slated to take the helm of the House Interstate and Foreign Commerce Committee, which helps shape radio legislation, is no stranger to the halls of Congress.

A Democrat from Ohio, the 74-year-old Congressman is one of the oldest legislators, from point of service, under the Capitol dome. The 81st Congress, to which he was re-elected, will be his seventeenth.

His first experience as a Congressman was during the 63rd. He was also there during the 64th and 65th. After missing two Congresses he served straight through from the 68th to the present Congress.

A Scotsman

Rep. Crosser, born June 7, 1874 in Holytown, Lanarkshire, Scotland, emigrated to this country with his parents and for about three months resided in Cleveland before the family settled in Salineville, Ohio, in 1881. Here he attended the public schools, graduating from Salineville High School in June 1893.

He graduated from Kenyon College, Gambier, Ohio, in 1897 with an A.B. degree then studied law at Columbia U. in New York City. Subsequently, he was graduated from the Cincinnati Law School in 1901 with an LLB degree. In the same year, he was admitted to the bar and commenced practice in September 1901 in Cleveland.

He was professor of Law of Torts at Baldwin-Wallace Law School from 1904 to 1905 and received an LLD degree from Kenyon College in 1942. In 1929 the latter college had conferred on him the honorary degree of MCL.

He began grappling with legislation in 1911 when he was elected to a term in the Ohio House of Representatives. In 1912 he be-

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Rep. CROSSER

Still in the Saddle!

FCC CHAIRMAN Wayne Coy today still holds the reins of radio, patrolling the ether ranges east and west of the Pecos. Like many another Democratic chieftain, the Indianian appeared destined for the last roundup Tuesday night, but the powerful medicine of Big Chief Truman decreed otherwise. (Horse, saddle and Stetson by KYAK Yakima, Wash.)

FCC PROBE

Fate of Harness(ed) Group Uncertain

ONE OF the many question marks hanging over the reshuffled 81st Congress will be the course of the House Select Committee to Investigate the FCC.

Since the number of pleasantly surprised Democrats corresponds roughly to the ranks of shocked Republicans, the answer will undoubtedly go unanswered until America's poll-buster President calls a huddle of the 81st Congress' majority leaders.

Three courses are open:

(1) The committee might be perpetuated, under Democratic leadership, long enough to remove from the FCC any blemishes which might have cropped out during the current investigation by the committee under the leadership of Rep. Forest A. Harness (R-Ind.).

(2) It might be continued, to permit the Democrats to introduce legislation more in line with the wishes of FCC Chairman Wayne Coy, who reportedly enjoys the unwavering support of President Truman.

(3) The committee may be permitted to die a natural death by refusal of the 81st Congress to renew its lease on life. If there were any betting men left in Washington this would probably be their guess.

Should the committee get renewed life from the 81st Congress either Rep. J. Percy Priest (D-Tenn.), the logical successor, or Congressman Oren Harris (D-Ark.), would be in the driver's seat. Although both men have the same seniority, Rep. Priest's name appeared first on the list of appointees to the committee and custom would dictate he should get the reins.

However, Congressman Priest's name also appears on the scathing interim report on the FCC filed by the committee. Rep. Harris did not subscribe to the views contained in the report but he has not, thus far, furnished the Congress with a minority report, as is his privilege.

Chairman Harness went down in defeat before the Democratic party in Indiana, but all other members of the five-man committee were given an extension of their Congressional leases. These others were: Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), and the aforementioned Democratic members.

If the present committee leadership decides to continue in active pursuit of its mandate, it is highly doubtful that, seated in a broken

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Johnson Held Job As a Telegrapher

Likely Senate Commerce Chief Interested in Railroads

SEN. EDWIN CARL JOHNSON, 64, who is expected to be the chairman of the Interstate and Foreign Commerce Committee of the 81st Congress' upper chamber, has more than a nodding acquaintance with radio, but his chief interest commerce-wise rests with railroads.

His parents welcomed him to the world on New Year's Day, 1884 in their Kansas stone cabin, which the pioneer father had pieced together with his own strong hands.

In search of more abundant grazing land for their herd of cattle, the Johnsons moved, four years after the birth of their son, Edwin, near the Colorado state line in Western Nebraska. In a sod house there, Edwin C. Johnson grew to manhood.

Punching cattle was viewed by the young Johnson as a dull lifetime pursuit and he specialized in railroad daydreams. For ten years his ambition mounted as he watched the "Iron Horse" on the High Line Division of the Chicago, Burlington & Quincy Railroad spew its black smoke across the prairies.

Became Section Hand

Finally his urge to grasp the throttle overwhelmed him and at the age of 17 he went to beg "Old Man" McFarland, superintendent of the railroad, for a job. There was an abundance of brakemen, switchmen and even engine wipers, but the superintendent let the husky farm youth take a crack at a section hand's job.

Two years later he was a baggage man. Then he learned telegraphy and got a job as night operator. Later he became station agent and at 23 he had risen to the post of train dispatcher at Green River, Wyo. for the Union Pacific and later at Lincoln, Neb. for the CB & Q railroad.

He defied warnings against

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Sen. JOHNSON

RADIO'S NET DECLINES

Time Sales Up 11.98%, Station Costs 18.6%

By ROBERT B. LUCE

OFFICIAL RETURNS are in and they show broadcasting's 1947 net income before taxes to be 6.1% below 1946. For the third consecutive year, rising costs have eaten into increased revenues, cutting net income figures. The 1947 drop, however, was 2.4% less than the decline from 1945 to 1946.

FCC's final accounting shows that expenses for all classes of stations increased 18.6% from 1946, while revenue from sale of time increased 11.98%.

Total broadcast income before taxes for 1947 was $71.8 million and $76.5 million in 1946. Of the 1947 total, networks and their 27 owned and operated stations accounted for 27.26%, while network affiliates receiv . 67.13%, and independents received 5.61%.

In the previous year, networks and affiliates received 25.3% of broadcast income, while affiliates received 69.55%, and independents 5.15%.

Networks and their owned and operated stations received 28.71% of total broadcast revenues, while 1,437 other stations received 71.29% of revenues. In the previous year, 1946, networks received 31.61% and all other stations received 68.39%.

Total broadcast revenues from time sales were $374 million, compared with $334 million in 1946. This is before deduction of $47.9 million paid to agencies, representatives and brokers, which the industry considers an expense of sale.

These figures, after adjustments for comparability, compare within five percentage points of BROADCASTING YEARBOOK's Annual Business Index, based on 11-month figures in 1947, and published at the year's end.

Network time sales remained nearly equal in the two years, increasing from $126.7 million in 1946 to $127.7 million in 1947. Regional networks showed the greatest proportional decline in revenues, dropping 13.6% from 1946—from $5.7 million to $4.9 million.

Non-network (spot) time sales to national and regional advertisers and sponsors increased 10.45% to reach a total of $91.6 million in 1947.

Local sales increased most of all—26.9%—to register a total of $147.8 million.

FCC's report includes a series of tables, showing comparisons of network and station revenues and expenses; percentage totals of revenues and income received by networks, affiliates and independents; average station income by classes of stations with 1946 comparisons; a summary of revenues and expenses by class and authorized power; and another breakdown of the material by network affiliates and independent stations.

The survey includes 1,453 AM stations. Comparisons are made for 814 identical stations in 1946 and 1947.

In addition to the total revenues from time sales, broadcasting increased its revenues from the sale of talent by 16.92%, receiving a total of 19.6 million from that source. This compares with BROADCASTING's Annual Business Index estimate of 20 million.

Networks and their key stations increased revenues in this category by 22.09%; while networks' other owned and operated stations showed a 19.16% decrease from 1946. All other stations increased their revenues from sale of talent by 16.61%.

On the revenue side, networks have held their own in the post-

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SUMMARY OF BROADCAST REVENUES AND INCOME OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1464 STANDARD BROADCAST STATIONS

1947

Total Broadcast Revenues

Item	Amount	Percent of total	Amount	Percent
Networks and their 27 owned and operated staions			$104,407,721	28.71
Networks and their 11 key stations	$92,670,766	25.48		
16 other network owned and operated stations	11,736,955	3.23		
1437 other stations			259,306,666	71.29
971 stations serving as nation-wide network outlets	208,495,683	57.32		
466 stations not serving as nation-wide network outlets	50,810,983	13.97		
Total Industry Broadcast Revenues			$363,714,387	100.00

Broadcast Income (Before Federal Income Tax)

Networks and their 27 owned and operated stations			$ 19,573,573	27.26
Networks and their 11 key stations	$16,244,688	22.63		
16 other network owned and operated stations	3,328,885	4.63		
1437 other stations			52,222,367	72.74
971 stations serving as nation-wide network outlets	48,194,654	67.13		
466 stations not serving as nation-wide network outlets	4,027,713	5.61		
Total Industry Broadcast Income			$ 71,795,940	100.00

SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 1453 STANDARD BROADCAST STATIONS BY CLASS AND TIME FOR 1947

Item	Clear channel 50,000 Watts		5,000 to 20,000 Watts		Regional		Local		
	Unlimited	Part-time	Unlimited	Part-time	Unlimited	Day and part-time	Unlimited	Day and part-time	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Stations with time sales of $25,000 or more:									
Number of stations	47	5	34	2	345	162	659	52	1,306
Revenues from the sale of station time:									
Network time sales by-									
Nation-wide networks	$16,059,293	$ 922,311	$ 2,125,025	-	$ 23,132,146	$ 615,907	$6,903,297	$ 26,500	$ 49,784,479
Regional networks	18,655	-	3,468	-	1,147,752	25,400	555,979	-	1,751,254
Other networks and stations	295,686	111,993	47,101	-	801,128	91,141	632,308	43,212	2,022,569
Total sale of chain broadcast time	16,373,634	1,034,304	2,175,594	-	25,081,026	732,448	8,091,584	69,712	53,558,302
Non-network time sales to-									
National and regional users	28,256,355	2,263,258	5,808,692	$390,055	33,343,542	3,551,204	9,219,079	267,283	83,099,468
Local and other users	13,471,037	687,162	7,345,173	177,331	52,128,604	13,404,483	50,155,466	3,180,034	140,549,290
Total sale of station non-network time	41,727,392	2,950,420	13,153,865	567,386	85,472,146	16,955,687	59,374,545	3,447,317	223,648,758
Total sale of station time	58,101,026	3,984,724	15,329,459	567,386	110,553,172	17,688,135	67,466,129	3,517,029	277,207,060
Deductions from the sale of station time:									
Payments to networks and stations	919,830	892	39,913	-	761,652	92,200	302,724	2,827	2,120,038
Commissions to regularly established agencies, representatives and brokers	7,797,075	519,100	1,857,615	73,632	11,187,493	1,173,033	2,994,355	183,549	25,785,852
Total deductions from the sale of station time	8,716,905	519,992	1,897,528	73,632	11,949,145	1,265,233	3,297,079	186,376	27,905,890
Balance, net time sales	49,384,121	3,464,732	13,431,931	493,754	98,604,027	16,422,902	64,169,050	3,330,653	249,301,170
Revenues from incidental broadcast activities:									
Talent	3,396,957	499,154	813,235	6,828	4,502,734	528,362	1,597,551	51,275	11,396,096
Sundry broadcast revenues	2,194,353	190,706	600,173	6,472	3,250,865	284,798	1,387,247	55,430	7,970,044
Total revenues from incidental broadcast activities	5,591,310	689,860	1,413,408	13,300	7,753,599	813,160	2,984,798	106,705	19,366,140
Total broadcast revenues	54,975,431	4,154,592	14,845,339	507,054	106,357,626	17,236,062	67,153,848	3,437,358	268,667,310
Total broadcast expenses	39,674,377	3,138,669	12,652,315	401,455	80,796,188	16,009,020	56,476,929	3,068,521	212,217,474
Broadcast income or (loss) before Federal income tax	15,301,054	1,015,923	2,193,024	105,599	25,561,438	1,227,042	10,676,919	368,837	56,449,836
All commercial stations:									
Number of stations	47	5	34	3	354	204	730	76	1,453
Broadcast revenues	$54,975,431	$4,154,592	$14,845,339	$509,274	$106,504,826	$17,948,945	$68,308,565	$3,796,649	$271,043,621
Broadcast expenses	39,674,377	3,138,669	12,652,315	405,558	81,149,243	17,020,478	57,948,286	3,503,443	215,492,369
Broadcast income or (loss) before Federal income tax	15,301,054	1,015,923	2,193,024	103,716	25,355,583	928,467	10,360,279	293,206	55,551,252

[1] Does not include the operations of 11 key stations of nation-wide networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between station and network operations.

SWEZEY QUITS

Travers Stays With Yankee

THE establishment of a top-level MBS vice presidency responsible for programs and sales and reporting directly to President Edgar Kobak [BROADCASTING, Oct. 4], last week threatened to shatter the highest echelons of the network.

Robert D. Swezey, vice president and general manager, submitted his resignation when it became known that Linus Travers, Mr. Kobak's selection for the new executive post, would report directly to the president. Mr. Travers is executive vice president and general manager of the Yankee network which is a major stockholder in Mutual.

Mr. Swezey, who has been No. 2 at Mutual for four years, believed his position had been made untenable by the policy directive which ordered Mr. Travers to by-pass the general manager and report straight to Mr. Kobak.

In the face of the very strong threat that Mr. Swezey would leave Mutual, Mr. Travers resigned the job he had not yet assumed. An official statement by the network said only that Mr. Travers had elected to remain at Yankee headquarters in Boston because of Yankee plans for expansion.

It was known, however, that Mr. Travers had decided to withdraw from the Mutual job because of Mr. Swezey's objections to its establishment.

Mr. SWEZEY

Mr. TRAVERS

Mr. Swezey did not tender his resignation until long after it was decided to add a vice president with overall supervision of programs and sales. According to the original plan, which was approved by Mr. Swezey, the new executive would report to the general manager.

A subsequent memorandum from the president, however, amended the original plan to direct the new executive to report to Mr. Kobak.

With programs and sales thus removed from his sphere of influence, Mr. Swezey believed that the job of vice president and general manager had been considerably degraded, it was understood.

Mr. Swezey's resignation was resisted by Mr. Kobak who, it was said, was endeavoring to persuade his long-time second in command to remain. At week's end, however, he reportedly had not given Mr. Swezey the assurances that would be needed to change his mind.

Although Mr. Travers had resigned, Mr. Swezey had been given no indication that the job for which Mr. Travers had been selected had been abandoned. It was not a question of personalities, according to informed sources, but only the establishment of the new position circumventing his that had led Mr. Swezey to make his decision.

Mr. Swezey himself said that "the situation is not clarified yet." Mr. Kobak issued only a flat "no comment."

It was known, however, that by last Thursday night nothing had developed to change Mr. Swezey's mind.

Brolly Leaves WBKB

A. H. BROLLY has joined Television Assoc., Chicago, as chief engineer, Capt. William Eddy, TA president, announced last week. Mr. Brolly has been chief engineer at WBKB Chicago, Balaban & Katz television station, since 1940. Capt. Eddy was formerly WBKB's director. A former radio engineer with Federal Telegraph, Mr. Brolly has also been with Farnsworth Television as chief engineer in charge of development and with Philco as project engineer in the TV laboratory.

Hearing Continued

PRELIMINARY hearing in San Francisco for Nathan J. Warren and William B. Steuer [BROADCASTING, Nov. 1] has been continued until today (Nov. 8). The pair, reportedly operating as "United and General Broadcasting Companies," is alleged to have fleeced livestock breeders in the West through the fraudulent sale of radio time.

SUMMER REPEATS

CBS, NBC to Lift Ban

IN AN EFFORT to install props beneath sagging summer ratings, CBS and NBC will lift their long-standing prohibition against widespread use of recorded programs. They will also encourage advertisers to rebroadcast in the summer their better fall, winter and spring shows.

CBS announced its policy reversal last week, and although NBC was withholding public announcement, it was known that Hary C. Kopf, NBC administrative vice president, had privately advised several leading advertisers that NBC would also open the door to recorded repeats.

According to the CBS announcement, advertisers will henceforth be able to broadcast 52 weeks without the usual summer hiatus or program replacement. The heretofore uninspired hot weather time can be filled with recorded repeats of shows broadcast in other seasons.

In a letter which William C. Gittinger, CBS vice president in charge of sales, sent to advertisers and agencies, the purpose of the policy revision was said to be to "advance the quality and interest in radio throughout the year, and in so doing benefit the advertiser, the talent and the audience alike."

The policy, said Mr. Gittinger, makes possible "complete continuity of popular programming, and does away with the task of 'rebuilding' the audience to your program each fall, thus getting a maximum return from your time-franchise."

Advertisers, he pointed out, may take advantage of the full rate discount for 52-week sponsorship and continue through the summer at "significantly lower costs" than those heretofore prevailing.

The use of recorded repeats, of course, will require no creative or production effort in the summer months and hence will appreciably diminish the program costs in that period.

NBC Announcement to Come

NBC was said to be withholding its announcement of a somewhat similar plan until it had obtained assurances from various unions that it would be acceptable.

Whether CBS had obtained such assurances could not be learned officially. But it was understood that CBS believed the revised policy would in principle be acceptable to unions and that union problems on individual shows could be resolved at the proper time.

It was pointed out that most network union contracts embrace clauses covering repeat broadcasts. Whether such provisions would apply to a procedure as extensive as contemplated by the two networks was undetermined.

Lower Cost to Sponsor

The cost of maintaining their time through the summer and using it to rebroadcast by record the more popular shows of other seasons would be appreciably less to any sponsor than to fill such time with replacement programs, the networks have reportedly pointed out.

No precise time has yet been set for adoption of the new policy. But the networks obviously are aiming it at the next summer season and announcing it now to give advertisers a chance to give it full consideration.

Although responses of advertisers and agencies to the proposals by CBS and NBC were not as yet definite, it was known that preliminary discussions between the networks and their sponsors had encouraged the broadcasters to believe their summer policy would be adopted by at least some of their clients.

The virtues of recorded repeats during summer months, as far as the networks themselves are concerned, are several. The maintenance of high levels of listening during summer months, when in the past the audience has sharply dwindled, could probably be assured by the retention through the slump months of the more popular shows and stars, even in recorded form.

Additionally, the networks would be saved the expense of programming sustainers to fill the hiatus periods left by advertisers who indulge in summer lapses from the air.

It is expected that the network proposals will be favorably regarded by many of the big-time stars, some of whom have publicly wished for a chance to broadcast throughout the year providing they could do it by record and thus insure their vacations.

INTERCITY TV LINKS

AT&T Readies Nine

PLANS for nine new intercity television links tentatively slated for completion by the end of 1950 were disclosed by American Telephone & Telegraph Co. last week.

The disclosure came as FCC neared the end of the first phase of its probe of AT&T and Western Union video network rates.

In addition to facilities included in the 1948-50 program outlined by AT&T at earlier sessions of the rate hearing [BROADCASTING, Oct. 4, 11], Frank A. Cowan, transmission engineer, said the following were planned:

Three channels between Toledo and Detroit; three between Toledo and Cincinnati, with intermediate terminals at Dayton; three between Dayton and Columbus; two between Dayton and Louisville, with intermediate terminals at Indianapolis; one between New York and Boston, with intermediate terminals at Hartford, and one each between New York-New Haven, Philadelphia-Wilmington, Buffalo-Rochester, and Boston-Providence.

Meanwhile, in an application covering a proposed $9.9 million construction program for 1949, AT&T indicated plans for an intercity video link extending to Lancaster, Pa. (connecting with the Philadelphia-Chicago circuit) and to Erie (connecting with Cleveland-Buffalo circuit). Most of the overall construction program related to telephone service.

End of First Phase

The rate investigation, resumed last Wednesday through Friday, is expected to reach the end of the first phase this week. This phase deals with the telephone company's policy against inter-connecting its intercity television facilities with those of other companies except to cover areas where AT&T has no facilities of its own.

The question of the legality and reasonableness of that policy—which industry spokesmen denounce as a threat to the development of television—will go to the Commission for decision at the end of the current sessions. The hearing on the rates themselves, it was decided last week, will not be undertaken until FCC has decided the interconnection question.

Meanwhile, Rodney Chipp, engineer for Allen B. DuMont Labs, testified on DuMont's estimate that video relay facilities could be built for $660,750 (on two-year amortization) to link Washington, New York, Pittsburgh, Philadelphia, Baltimore, New Haven, and intermediate points between New York and Pittsburgh and between New York and New Haven.

Mr. Chipp said the estimates contemplated three regional networks, each operating separately: New York to New England, New York to Washington, and New York to Pittsburgh.

He estimated that on a four-year amortization plan the New York-Boston link, for example, might cost about $20 per airline mile per month if there were few intermediate terminals. With a number of intermediate terminals, he said, the cost might approach $35.

(AT&T's monthly rate for eight consecutive hours of daily use of an intercity video channel is $35 per airline mile; where channel use must be shared, as it must in most cases currently, the rate is $25 per airline mile per month for four hours daily.)

William A. Roberts, counsel for DuMont, who had introduced the DuMont cost estimate earlier and then had withdrawn it temporarily [BROADCASTING, Oct. 11], pointed out that the figures are more than a year old. He added that he didn't think they would be controlling in comparison with the telephone company's rates.

John J. Hanselman, AT&T assistant vice president, said that on reconsideration he didn't think "interconnection" would be involved if a program sent over AT&T facilities were fast-filmed at Philadelphia, for example, and the film then re-transmitted over private relay facilities.

At an earlier session he had indicated it might be considered through service if the film were retransmitted within about five minutes of the time the program was received at Philadelphia.

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Baltimore's WAAM (TV) Opens as DuMont Outlet

WAAM (TV) Baltimore, licensed by Radio-Television of Baltimore, last Monday began telecast operations on Channel 13 (210-216 mc) as an outlet for the DuMont Television Network. The announcement of affiliation was made jointly by Lawrence Phillips, DuMont director, and Fred L. Allman, WAAM vice president in charge of operations. Officers of WAAM include Ben Cohen, president, and Herman Cohen, Sam Carliner and Norman Kal, vice presidents in addition to Mr. Allman. Mr. Kal is also general manager. Studios are located at 217 E. Baltimore St. They reportedly represent a $750,000 investment. WAAM telecasts nightly to 11 p.m. (EST).

An estimated 26,000 video sets are in the city area, according to the Baltimore Television Circulation Committee.

EAST-MIDWEST CO-AX

Service Ready Jan. 12

AMERICAN Telephone & Telegraph Co. last week advised television broadcasters that the coaxial cable linking the East with the Midwest would be ready for network operations Jan. 12.

The historic joining of television stations from the East Coast to the Mississippi will extend network service over AT&T cables or radio relays to at least 13 metropolitan areas with a total population of 11,846,000 families.

Two other cities, connected to networks by privately operated relays — Schenectady and New Haven—bring the total families in metropolitan areas to be served by interconnected television stations after Jan. 12 to over 12,600,000.

ABC, CBS, DuMont and NBC television executives were known to be planning extensive celebrations of the linking of the East and Midwest, but plans were not yet crystallized.

Schedule to Be Worked Out

A meeting of broadcasters and AT&T representatives has been scheduled for Nov. 15 to discuss the schedules of use of the new cable link. Facilities will not permit indiscriminate use by individual broadcasters, and a schedule of sharing time will have to be worked out among all networks.

Although as yet no network has more than tentatively approached the planning of special programs in celebration of the network expansion, it seems certain that the inauguration of President Truman Jan. 20 will figure prominently in all program plans.

It was recalled that the opening of the Washington-New York coaxial cable television service was celebrated with the telecast of Lincoln Day ceremonies in Washington Feb. 12, 1946.

The new cable between Philadelphia and Pittsburgh was put into television service last Thursday and is expected to be ready for television use around the first of the year, when installation of terminal facilities is completed. Work is proceeding on the Pittsburgh-Cleveland cable, which will be the connecting link between East and Midwest.

First call on the Philadelphia-Pittsburgh cable, designed primarily for telephone service, was a conversation between the mayors of the two cities. The link is capable of handling about 600 telephone conversations, or two television programs, in each pair of its eight coaxial cables. The project was commenced in October 1947 and cost approximately $8 million. Cost of the Pittsburgh-Cleveland segment is about $4.5 million.

Cities which will be interconnected by the AT&T system after Jan. 12 are New York, Boston, Philadelphia, Baltimore, Washington and Richmond in the now constituted eastern network; and Chicago, Cleveland, Toledo, Detroit, St. Louis, Buffalo and Milwaukee, now in the midwestern network.

In addition, Allen B. DuMont Labs is slated to have its WDTV (TV) Pittsburgh on the air before the two networks are joined, which would add Pittsburgh to the cities actually served by AT&T system.

The AT&T's Jan. 12 notification to networks last week exceeded by less than two weeks the date estimated by the company for the completion of East Coast to Mississippi network service early last summer [BROADCASTING, July 19]. At that time AT&T predicted its connection of the East with the Midwest could be ready by the end of the year.

Predictions as to the dates of completion of network links to other areas still vary widely. AT&T has said that its coaxial cable equipped for telephone service will extend from New York to Los Angeles by the spring of 1949. The equipment of this cable for television use, however, would take an as yet unspecified time.

The full outline of AT&T's plan was in BROADCASTING'S TELESTATUS July 19.

RWG TRUCE

Strike Suspended Until Nov. 14

By IRV MARDER

RADIO WRITERS Guild has suspended its strike against the agencies until next Sunday, Nov. 14, while mediation efforts continue. The outlook for a permanent settlement during the truce period appeared to be good, with meetings between the guild and a combined agency and sponsor group—with Federal Mediator J. R. Mandelbaum refereeing—scheduled to resume tomorrow (Nov. 9).

The guild agreed Thursday, at the suggestion of Mr. Mandelbaum, to remove all agency-produced radio shows from its "unfair" list for a ten-day period, during which time it was hoped that differences between the union and the agencies could be reconciled.

In addition to agency men, the Thursday conclave, held in New York's Waldorf-Astoria, was attended by sponsor members of the ANA Radio Council, including representatives of Campbell Soup Co., Lever Bros., Procter & Gamble, General Foods, General Mills, American Home Products, and S. C. Johnson & Son. Mr. Mandelbaum acted as chairman.

Temporary removal of the agency shows from the RWG "unfair" list means that the material withholding order to all RWG and Author's League members, which was sent out when the strike began officially Oct. 26, has also been lifted for the ten-day period. Thus, no tangible effects of the strike will be felt during that time, since RWG has held picketing in abeyance, again at the mediator's request.

Stipulations Involved

The proposal drafted by Mr. Mandelbaum and approved by both sides at Thursday's meeting also included these stipulations:

(1) That the guild shall seek NLRB certification when a mutually-satisfactory agreement is reached, and that the group representing agencies and sponsors shall offer no objection to this procedure.

(2) That the guild shall presume that all agencies and clients involved will go along with the basic proposal, including those not represented at Thursday's meeting. However, if the principals of shows not represented at the meeting do not accept the lead of the others by the Nov. 14 deadline, they will not be covered by this presumption.

(3) That any RWG members assigned to shows after Nov. 4 shall be afforded all benefits achieved as a result of any agreement which may be reached.

Industry observers are of the opinion that the ANA Radio Council sponsor members who attended Thursday's joint meeting should carry great weight in effecting a quick settlement of the dispute. Many of the shows involved are daytime serials sponsored by such big-budget advertisers as General Foods, General Mills, Lever Bros., and other council members.

RTDG Warns Unit May 'Strike' ABC

Union Says 'Action Necessary' In WJZ Contract Dispute

RADIO and Television Directors Guild last week authorized its New York council to call a strike against ABC or take "such action as it may deem necessary." Dispute stems from the network's alleged refusal to negotiate with the union for a contract covering WJZ-TV New York.

After approving a resolution giving the council a free hand in the matter, the RTDG wired ABC an invitation to attend a meeting this afternoon "for the purposes of commencing negotiations upon our reasonable demands." The telegram was addressed to Richard Moore, ABC counsel.

At this writing, network spokesmen had not yet received the union's telegram and had no comment.

The RTDG executive secretary, Newman H. Burnett, said the network has taken the position that WJZ-TV directors and floor managers, all of whom are members of the union, are supervisory personnel and therefore not to be bound by union contract.

ABC said it would negotiate for a pact covering associate television directors, providing the union first obtained NLRB certification, according to Mr. Burnett. The RTDG feels, however, he added, that such a condition is a delaying maneuver, and a bid to split the union membership.

Mr. Burnett pointed out that the union's request for a WJZ-TV contract is a purely local affair, and is not concerned with network operations. About 18 WJZ-TV employes are involved.

CBS Gross Climbs In 39-Week Period

CBS last Thursday issued a consolidated income statement for the network and its domestic subsidiaries for 39 weeks ending Oct. 2, 1948. Figures showed a gross income of $50,535,189, compared with $54,665,434 for a 40-week period ending Oct. 4, 1947.

Net income for 39-week period this year was $3,010,446, equal to $1.75 a share, compared with $3,660,860 or $2.13 a share net for the 40-week period in 1947.

The board of directors of CBS Inc. last Wednesday declared a cash dividend of 50c per share on Class A and B stock of $2.50 par value, payable Dec. 3, 1948, to stockholders of record Nov. 19, 1948.

Packing Firm Drive

DEERFIELD Packing Corp., Bridgeton, N. J. (Seabrook Farms frozen food products), has started a spot announcement campaign using one-minute transcriptions ten times weekly, effective Nov. 1 and Nov. 15. Schedule will run on 24 stations in New England, upper New York State, Pennsylvania, New Jersey, and Washington, D. C. The campaign is a resumption of a similar one run last September and will promote various frozen food products of Seabrook Farms. Contract for 17 weeks was placed through the Peter Hilton Adv. Agency, New York.

Drawn for BROADCASTING by Sid Hix

"But, Boss, she's a perfect for directional antenna, yeah?"

Tonsils vs. Brains

THE HEARST-OWNED Albany, N. Y., *Times-Union* in an editorial Nov. 2 declared that radio as a news vehicle is "dangerous" and that most radio newsmen have "good tonsils but poor news judgment." The editorial blast followed a "flash" by Walter Winchell on his weekly broadcast Oct. 31 that a three-alarm fire was raging out of control in Albany. Albany's fire chief, Michael Fleming, pointed out that the fire was declared out at 7:35 p. m., almost an hour and a half before Mr. Winchell came on the air. Declaring that Albany stations had reported facts regarding the fire correctly, Eugene P. Weil, sales and promotion manager of WABY Albany, said the *Times-Union* incorrectly placed all radio newsmen in the same category and implied—also incorrectly—that local stations did a poor job of handling the fire story.

Resumption of AFM Negotiations Seen

Transcription Companies Get Union's Assurance

TRANSCRIPTION companies were reported last week to have received informal assurances from the American Federation of Musicians that negotiations to settle the union's long-standing ban would be resumed soon.

The negotiations will be contingent upon acceptance by government agencies of the formula proposed by the AFM and recording companies [BROADCASTING, Nov. 1], restoring royalty payments from the companies to the union.

Although no formal exchange was reported between transcription firms and the AFM, it was reported that the union had indicated it would be ready to talk terms to them as soon as it resolved its settlement with the record makers.

Final Details

Attorneys for major record concerns and the union were putting the final commas and whereases into the legal wording of the agreement reached a fortnight ago. They hoped to present their contract for government approval within a few days.

It was understood that the parties would solicit the approval of government agencies at their Washington headquarters when the agreement had been finally prepared.

The record makers and James C. Petrillo, AFM president, reached a settlement nine months and 28 days after the imposition by the union chief of a ban against all recording and transcription work.

LONGER CONVENTION

NAB Considers 3-Day Meet

By J. FRANK BEATTY

EXPANSION of the 1949 NAB Management Conference from a two-day to three-day meeting will be taken up by the board of directors at its Nov. 15-17 meeting at Washington headquarters. Convention week runs April 6-13.

Option for a third day is provided in a convention agreement reached Thursday between C. E. Arney Jr., NAB secretary-treasurer, and Robert F. Quain, manager of the Stevens Hotel, one of the hotels of the Hilton chain.

A three-day meeting also will be considered for the Engineering Conference.

The Management Conference in 1949 will open Sunday, April 10, with registration at the Stevens. Meetings will be held Monday and Tuesday, the status of Wednesday being up to the board.

Unlike the Los Angeles Management Conference last May, the 1949 meetings will not be limited in total attendance. The limit was kept down in 1948 because of limited facilities in Los Angeles. Management meetings will be held in the Eight St. Theatre, where WLS has long held its *Barn Dance*. The theatre seats 1,200 and is being remodeled. It is close to the Stevens.

Registration for the Engineering Conference will open Wednesday, April 6 with meetings starting Thursday and continuing into Saturday. All will be held at the Stevens. Request for a three-day conference was made at Los Angeles last May by the Engineering Executive Committee and again asked at the committee's August meeting.

Display facilities at the Stevens are excellent, with heavy equipment to be shown in the ground floor Exhibit Hall. NAB has optioned ample space for the display. In addition it has 100 rooms on the fifth and sixth floor of the Stevens for light exhibits such as transcriptions, program displays etc.

As usual, only associate members will be assigned exhibit space. The Exhibit Hall will be available April 5 to start setting up equipment.

At least 1,000 rooms will be available for delegates at the Hilton hotels, Stevens and Palmer House, with additional facilities promised at other hotels by the Chicago Convention & Tourist Bureau.

The board meeting next week will cover the gamut of association problems, ranging from the Standards of Practice [BROADCASTING, Nov. 1] to proposed changes in the by-laws.

A petition signed by 309 members calling for referendum on a proposal to take away code-writing powers from the board will be considered. The petition was submitted in Los Angeles by Edward Breen, KVFD Fort Dodge, Ia., elected an NAB director for small stations during the Management Conference. Since it was filed too late for board action, it comes up at next week's meeting.

Another proposal to change the by-laws was adopted at the District 15 meeting held in San Francisco last September. The district favored a consecutive two-term limit on board service but no formal petition had been submitted to NAB headquarters by Oct. 16, last day for filing.

Two committees will meet in advance of the main session. The NAB program executive committee meets Thursday and Friday of this week, with the Standards of Practice one of the main topics. A special board committee will take up education and interpretation phases of the code prior to the board meeting and the board's finance committee meets Sunday and Monday. The employer-employe relations executive committee meets next Monday and the board opens Tuesday the 16th.

Willard to Speak

At noon Tuesday the board will be guest of the Washington Ad Club luncheon, at which A. D. Willard Jr., NAB executive vice president, will be principal speaker.

The finance committee will review 1948 operations, based on a budget totaling $796,000. Total income is expected to pass the $800,000 mark by yearend.

Association membership totals 1,926 active and 68 associates, a total of 1,994. Last spring the membership passed the 2,000 mark. Since that time engineers and attorneys have been removed from list of eligible associates and several other associates resigned when their dues were raised.

Among budget problems are proposals to expand personnel in the Engineering, Employe-Employers Relations and Broadcast Advertis-

(Continued on page 68)

IRE

Stuart Bailey Elected President for 1949

STUART L. BAILEY, partner in the consulting engineering firm of Jansky & Bailey, Washington, D. C., has been elected president of the Institute of Radio Engineers for 1949. Arthur S. McDonald, chief engineer of the Overseas Telecommunication Commission, Sydney, Australia, was elected vice president. Mr. Bailey succeeds Dr. B. E. Shackelford, who did not run for re-election.

Mr. Bailey

Two IRE members were elected directors-at-large for the 1949-1951 term: Dr. William L. Everitt, professor and head of the Dept. of Electrical Engineering, U. of Illinois, and Donald G. Fink, editor of *Electronics*, a McGraw-Hill publication.

John V. L. Hogan, president of WQXR and WQXQ (FM) New York, and head of Radio Inventions Inc. and Faximile Inc., was elected director of IRE Region 2, North Central Atlantic region, for 1949 and 1950. George R. Town, manager of engineering and research for Stromberg-Carlson, was elected director of Region 4, East Central region for 1949 and 1950.

Ben Akerman, chief engineer of WGST Atlanta, was named regional director of Region 6 (southern). Frank H. R. Pounsett, chief engineer of Stromberg-Carlson Co., Toronto, was elected regional director of Region 8, the Canadian region.

The IRE president-elect, Stuart Bailey, has been a fellow of the Institute since 1943. Born in 1905, he took engineering and science degrees at the U. of Minnesota and in 1928 joined the airways division of the U. S. Dept. of Commerce as assistant radio engineer. He is credited with having initiated and supervised the lighthouse service on radio-controlled fog signals, and having helped develop the visual radio range for U. S. airways, while with the Commerce Dept.

Mr. Bailey joined forces with C. M. Jansky Jr. in September 1930, to form the firm of Jansky & Bailey. He has handled all of the company's laboratory activities, including the development of field intensity measuring equipment and other devices for measuring station effectiveness.

He became an associate IRE member in 1928, a member in 1936, and a senior member and fellow in 1943. From 1937 to 1947 Mr. Bailey served on the IRE committee on wave propagation. In 1943 and 1944 he was a member of the admissions committee. He was named to the institute's board in 1943 and 1944, and in 1945 was elected for a three-year board term.

Mr. McDonald, IRE vice president-elect, became a member of the institute in 1923, and a fellow in 1941. He was formerly chief engineer and assistant manager of the Amalgamated Wireless of Australasia. He is a member of the IRE of Australia.

CO-OP MILLIONS

NAB to Issue Study

DEALER co-op radio advertising, at a low point during the war, has bounced back. It now runs into millions of dollars a year and is still climbing.

With many new stations as well as new sales executives now in radio, NAB's Dept. of Broadcast Advertising will soon publish a study of the whole dealer-cooperative situation.

List of manufacturers known to use this form of advertising has been compiled by Dr. Kenneth H. Baker, NAB director of research, from member stations. The study has been completed by Maurice B. Mitchell, director of Broadcast Advertising. It is the first roundup of the subject since 1942.

Main users of co-op radio are retailers, distributors and wholesalers, the pamphlet will explain, with brokers in some fields also offering allowances to dealers. NAB suggests that radio salesmen contact dealers to keep them informed of manufacturer support of advertising and points out that many manufacturers likewise have learned of radio's value from dealers.

Techniques to be used by stations in obtaining dealer co-op business will be described in general terms, including contacts with all elements from the retailer through to the manufacturer. The pamphlet will propose methods of combining co-op campaigns into single programs.

Such problems as rates to be charged, distribution of advertising costs and what to do about rate advantages will be dealt with at length. Payment methods will be discussed, along with agency relationships.

NAB emphasizes that dealer co-op advertising can provide new business for stations and that manufacturers often can be developed into important users of the air medium.

The study will cite examples, such as the successful effort by a station to persuade a manufacturer to match radio spending by a group of dealers.

Nearly 350 national and regional manufacturers buying cooperatively will be listed by NAB, which explains that the list is not by any means complete. The study will include a bibliography and recommend careful reading of trade publications to keep abreast of developments in the field.

RADIO WEEK

Annual Event Next Week

ALL RADIO will hold open house next week, fourth annual celebration of National Radio Week.

For the first time the seven-day event (Nov. 14-20) will be conducted with full participation by all industry elements in a joint campaign. The momentum and experience of past years have been blended into a promotion of national importance.

All along the line the campaign is far ahead of past years. The "Voice of Democracy" contest, for example, appears assured of 100,000 high school entrants, compared to 20,000 a year ago, with possibility that it may greatly exceed that figure, according to Robert K. Richards, NAB public relations director and chairman of the "Voice of Democracy" subcommittee.

Participation by radio dealers is enthusiastic for the first time. Several thousand dealers have completed open house ceremonies designed to acquaint the public with the qualities of new models and the advantages of a radio in every room.

Nearly a thousand newspapers have obtained mats and reproductions from Radio Mfrs. Assn. for cooperative dealer advertising, according to W. B. McGill, Westinghouse Radio Stations advertising director, chairman of the joint National Radio Week Committee.

Well over a score of trade and retail associations are joining in the week's events. A number of dealer groups will take part in "saturation test" projects in which intensive sales campaigns are conducted to carry out the radio-in-every-room idea. These will be patterned after the test conducted last spring in Hartford by the RMA Advertising Committee.

Special Programs

Broadcasting stations and networks will carry special programming and announcements during the week, with stations tying into local dealer activities and the "Voice of Democracy" contest.

Networks were completing their program plans last week. NAB sent out special material for stations' use.

NAB President Justin Miller last week sent telegrams to a list of leading radio artists urging them to build programs around Radio Week and to weave the theme into other productions.

First winner of a local "Voice of Democracy" contest will be announced this week by NAB headquarters. The contest was staged in early October at Wichita to provide material for a spread in the Nov. 14 issue of *Parade*, newspaper magazine supplement. The Wichita Junior Chamber staged the advance contest. Pictures of contestants and presentation of a radio set to the winner will feature the magazine's coverage.

RMA member set manufacturers have provided their distributors and dealers with promotion material tying into their own brands.

The RMA Advertising Committee mailed brand name promotion material to thousands of dealers and distributors along with letters urging their participation, according to Stanley H. Manson, Stromberg-Carlson Co., committee chairman.

Dealers are donating radio receivers as prizes for school and local contests in many cities.

A "Town Meeting" for radio technicians will be held Nov. 15-17 in Boston under sponsorship of RMA and the Radio Parts Coordinating Committee along with local set and parts distributors.

Manuals for the high school contest were mailed by the Federal Security Agency, since it bears endorsement of the Office of Education, a unit of FSA.

Plans call for school and community eliminations, selection of state winners from transcriptions and then the national contest.

Prizes for the four co-equal national winners will be $500 scholarships in addition to a week in Washington when awards will be presented. Radio dealers and Junior Chamber chapters are awarding school and community prizes.

NAB member stations this week will broadcast a series of five five-minute model talks transcribed by James Stewart, actor, on "Platform for Democracy"; Maj. Gen. Luther Miller, Army Chief of Chaplains, on "Freedom of Worship"; NAB President Justin Miller on "Freedom of Expression;" Dr. John W. Studebaker, former U. S. Commissioner of Education, on "Education for Democracy"; and Paul Batwell, Junior Chamber president, on "Democracy at Work." Announcements recorded by Kate Smith, Eddie Cantor and Arthur Godfrey are being used by stations.

Deadline for announcement of community winners is Nov. 28, with state judging to start Dec. 6. Deadline for receipt of transcription for national judging is Dec. 15.

Judges in the national contest will be Margaret Culkin Banning, author; Tom C. Clark, Attorney General; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Oveta Culp Hobby, KPRC Houston, wartime WAC director; Eric Johnston, president, Motion Picture Producers Assn.; Frances Perkins, Civil Service Commission; Glen E. Snow, Dixie Junior College, St. George, Utah, retiring president of National Educational Assn., and Mr. Stewart.

MUSIC LIBRARY

BMI Course Held In New York

BMI'S model library course got off to a good start last Monday and Tuesday despite last minute withdrawals due to election day duties.

Course is a two-day seminar in station library procedures, [BROADCASTING, Oct. 25]. It is offered weekly to station personnel by the industry owned music rights organization.

Following a welcome from BMI President Carl Haverlin, the students heard an address on the place of a performing rights society in radio by Robert Burton, BMI vice president. Catherine K. Miller, music librarian of Columbia U., spoke on "The Music Library and the Librarian," and Phillip L. Miller, in charge of recordings for the New York Public Library, discussed the bibliography of recordings.

Monday afternoon, Israel Diamond, director of the BMI logging department, talked on the importance of keeping accurate records. He conducted the class on a tour of his department. Burt Wayne, disc jockey with WNEW New York, spoke on "The Disc Jockey and the Librarian."

The group visited the music libraries of ABC and WINS New York, and in the evening saw two television programs produced in the studios of WABD (TV) New York.

The second day's program included talks by Bob Loewi, program producer at WABD, on "Program Building and the Music Library"; Miriam Brumer, director of BMI's research department, which the class visited, on "Music Clearance for Broadcasting Stations"; Henry Datzman, director, BMI television department, on "Music in Television"; Ken Sparnon, BMI field representative, on "Method of Cataloging," and Addison Amor of NBC's recording division on "The Proper Care of Records and Transcriptions."

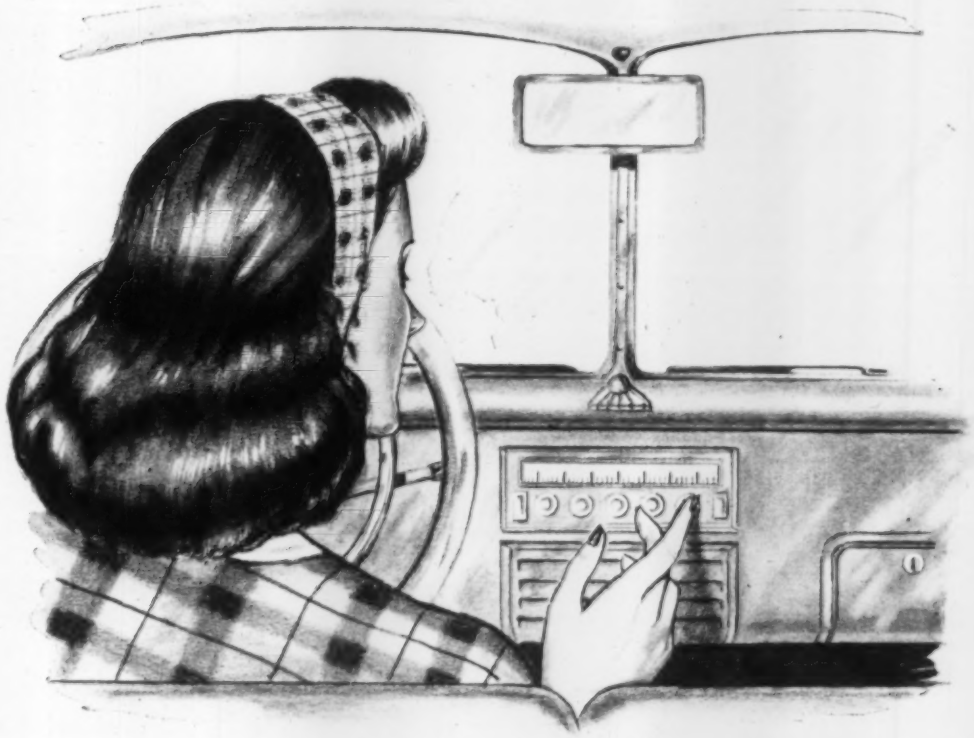
The two-day meeting concluded with a laboratory session in the new BMI model library, with BMI executives and others holding a panel discussion and answering questions asked by the station librarians and program executives. Mr. Sparnon was in general charge of the meeting, substituting for Roy Harlows, head of station relations for BMI, who is ill.

Students at the first BMI model library class included Norman E. Herrington, CFBC St. John, N. B., Canada; Mr. & Mrs. Burke Pond, WWDC Washington; Ed Lally, WBAP Fort Worth; William H. Dunn, WKBN Youngstown; Charles Hilton, WNLK Norwalk, Conn.; Florence Robinson, WICC Bridgeport, Conn. Reservations have been received from approximately double that number for the second course, scheduled for today and tomorrow (Nov. 8-9).

* * *

HOW to organize and maintain a station library was discussed by this group attending first of BMI series of special courses. L to r: Dorsey Owings, BMI; Ted Cott, WNEW New York; Arnold Davis (rear), Julliard School of Music; Mrs. Burke Pond and Mr. Pond, WWDC Washington; Mrs. Catherine K. Miller, Columbia U.; Ed Lally, WBAP Fort Worth; Philip L. Miller, New York Public Library; Robert K. Burton, Carl Haverlin, Charles A. Wall, Ken Sparnon, BMI; William H. Dunn, WKBN Youngstown, Ohio; Ralph Wentworth, BMI; Charles Hilton, WNLK Norwalk, Conn.; Linwood Pattee, BMI; Florence Robinson, WICC Bridgeport, Conn., and Norman E. Herrington, CFBC St. John, N. B.

IN IOWA THEY TURN ON THE IGNITION—THEN THE RADIO!



THE 1948 Iowa Radio Audience Survey ★ shows that *41% of Iowa car owners have radios in their cars*—that these *extra* ("non-Hooper"!) radio listeners provide a very substantial *bonus* audience!

On long trips, *60.1% of car radios* were reported to be in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are heard "almost all the time" or "quite a bit of the time."

Up-to-date, factual information on use of car radios is only one of many new and extremely interesting subjects covered in the 1948 Iowa Radio Audience Survey. They confirm the Survey's 11-year policy of modernizing your old data—"*bringing to light new information* not previously gathered."

For all the information you need about radio in Iowa, write us for your copy of the 1948 Iowa Radio Audience Survey—today—or ask Free & Peters.

★ The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM
Fort Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
New York	WPIX
Peoria	WMPT
St. Louis	KSD-TV

XUM

's-Eye Radio"

DIRECT-HIT

RADIO

EVEN where scatter-gun media are used intensively and well, they rarely can *finish the job.* How can they tell the name and location of your local dealer? What can they do to help him offset competitive activities in any individual market? What are the special local reasons why people in any given market would prefer your product—if your advertising could *tell* the local facts? Isn't it true that consumers in widely different markets may react very differently to the type of copy or *program* you use in scatter-gun advertising?

Bull's-Eye Radio—"national spot" radio—is a *direct-hit* medium. Whether used alone or to reinforce other media, it can get in and mop up where the going is tough and competitive.

We of Free & Peters have specialized in this *working radio* for over sixteen years. We have worked intimately with literally hundreds of agencies and advertisers who want *direct-hit results* from their advertising. We'd like to give you some case histories that prove the effectiveness of Bull's-Eye Radio. Just name the place, date and time!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

TBA Lists Speakers For Annual TV Meet

Group to Air 'Down to Earth' Problems at Clinic Dec. 8

ANNUAL television clinic of Television Broadcasters Assn. will be a "strictly down-to-earth, problem-airing session for those who are already active in television or who expect to be active in the near future." It was so described by E. P. H. James, MBS vice president and chairman of the clinic to be held Dec. 8 at the Waldorf-Astoria Hotel, New York.

Robert P. Myers, assistant general attorney of NBC, will discuss video legal problems, stressing performing rights, union agreements and related subjects.

Robert L. Coe, vice president and station manager of WPIX (TV) New York, will speak on reception problems as they affect the TV broadcaster. Another station manager, Leonard H. Hole of WABD (TV) New York, will report on that station's first month's experience in daylong video programming.

Myron Kirk, radio and video director of the Kudner Agency, will speak on "Television Advertising Showmanship." Hugh M. Beville, NBC director of research, will discuss "Finding the Facts for TV Selling."

Doty Edourde, radio and TV timebuyer for Badger, Browning & Hershey, New York, and Eugene Katz of the Katz Agency will participate in a panel session on TV station representation, sales policies, network affiliations and similar subjects.

Speakers will shortly be announced to talk on "Controlling Costs in Local TV Programming," "Station Management Do's and Don't's" and "Problems of Multi-Network Affiliation," Mr. James said.

Annual TBA business session, at which directors will be chosen to succeed those whose terms have expired, will precede the clinic. TBA President J. R. Poppele, vice president of WOR New York, will also present his annual report at that session. TBA awards of merit for outstanding contributions to TV progress will be presented at the luncheon session.

PROMOTION WORK HONORED BY ABC

ABC has awarded certificates to 12 of its affiliates for outstanding promotion of network programs.

The following stations will be honored in ABC's fifth annual affiliate awards: WCOP Boston, WJW Cleveland; WCAE Pittsburgh; KCMO Kansas City; KRNT Des Moines; WPDQ Jacksonville; WRJN Racine; WNAX Sioux City; WCVS Springfield, Ill.; WJBC Bloomington, Ill.; KVOS Bellingham, Wash., and KMA Shenandoah, Iowa.

Winners were selected by judges representing sponsors of ABC programs, and agency account executives.

FCC OCTOBER REPORT

FCC MONTHLY report for October shows that as of October 31 the status of broadcast station authorization and applications were as follows:

	AM	FM	TV
Total authorized	2,103	996	124
Total on the air	1,854	662*	42
Licensed (All on the air)	1,813	194	7
Construction permits	290	772	117
Conditional grants		80	
Total applications pending	1,280	464	354
Requests for new stations	507	164	310
Requests to change existing facilities	297	9	23
Deletion of licensed stations in October			
Deletion of construction permits	1	14	
Deletion of conditional grants			

* Includes 22 conditional grants and 446 construction permits.

Following television stations commenced operations during the month: Oct. 8—WNBQ Chicago; Oct. 9—WXYZ-TV Detroit; Oct. 17—WNBK Cleveland; Oct. 24—WJBK-TV Detroit; Oct. 25—WAAM Baltimore; Oct. 29 WAVE-TV Louisville.

GAYNOR SHIFT

Don Lee Executive To Join Agency

SYDNEY B. GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has resigned effective Nov. 15 to become vice-president in charge of new business for Raymond R. Morgan Co. Robert C. Temple, the agency's executive vice-president, made the announcement.

Active in advertising for 20 years, Mr. Gaynor joined Don Lee in 1935 as an account executive. He was subsequently elevated to assistant commercial manager, commercial manager, and for the past six years has been general sales manager for the network.

For four years prior to that affiliation, he was assistant publicity and advertising manager of Southern Counties Gas Co. and at one time headed his own sales agency. In his new capacity he will be active in the creative as well as selling side of advertising.

Mr. Gaynor, a graduate of the U. of Washington, Seattle, is a member of the Los Angeles Sales Managers Assn., Los Angeles Advertising Club and the National Federation of Sales Executives.

Mr. GAYNOR

Firms Signed by RRA; First Survey Is Issued

RADIO Release Assoc., formed to act as a liaison bureau between women broadcasters and release sources, last week revealed its clients. They are N. W. Ayer & Son Agency, Win Nathanson Assn., Dudly Anderson and Yutzy Public Relations Firm, Eleanor Lambert, New York Dress Inc., and the National Assn. of Greeting Card Publishers.

Firm's first survey for its clients showed that 80% of women's programs are commercial. Fashion and food run neck and neck for first place, each accounting for 33⅓% of the time purchased. Also 25% of the programs have department store accounts and the same number have furniture accounts.

Nell Daugherty of WSTC Stamford, Conn., is president of RRA. Mildred Bailey of WCOP Boston, is secretary and June Hynd Eliot, treasurer.

Academy Names Group To Select 1949 Officers

INDEPENDENT nominating committee to select officers for coming year was named at recent meeting of Academy of Television Arts and Sciences, at suggestion of Charles B. Brown, academy president.

Comprising committee are Dave Crandall, KTTV (TV) Hollywood producer; Frank Woodruff, independent TV producer; Mark Finley, Don Lee, public relations director; Robert Rains, Universal International Studios; James Vandiveer, ABC Hollywood television director of remote programming; Katherine Sibley, U. of S. Calif.; Mal Boyd, television producer; Barbara Furse, Academy of Motion Picture Arts and Sciences.

Slate of officers will be presented at next meeting Nov. 16, with election following at Dec. 21 meeting.

Mexican Conference Picks Committees

Norton, Stone Arrive at Scene Of High-Frequency Sessions

THREE technical committees were named last week by the High-Frequency Broadcasting Conference to examine propagation curves for the entire world, along with power required, directional antennas, signal-to-noise ratio and adjacent channel ratios. The conference opened Oct. 22 in Mexico City [BROADCASTING, Oct. 25, Nov. 1.]

Other committees will be established to examine other phases of high-frequency broadcasting. The conference last week settled down to these routine committee studies.

Israel refused to accept recommendation of the credentials committee that it attend as an observer attached to the United Nations United Kingdom had protested seating of Israel.

Caracas Session

Holding of the next Telecommunications Conference at Caracas, Venezuela, was approved.

Kenneth A. Norton, Bureau of Standards, and William Stone, chairman of the advisory committee to the U. S. delegation, arrived in Mexico City last week. Over the weekend the delegation was to be flown to Acapulco as guests of the Mexican government.

No indication was heard as to probable length of the high-frequency conference. Progress has been made in preliminary work, with priorities and general principles discussed.

$2 MILLION IN TIME GIVEN CANCER FUND

MORE THAN $2 million in broadcasting time was donated to the 1948 radio campaign of the American Cancer Society, New York, according to the society's published radio report.

Material used was based on a kit distributed to networks, local stations and ad agencies, containing scripts and transcriptions of every type. Of 1,633 local stations receiving the kit, 1,038 reported usages amounting to $1,008,934.94, based on B time rate. In addition, network shows covering 1,052 stations and featuring top name talent, contributed $885,061.70 worth of time.

The society estimated also that at least 250 local stations neglected to report donations of time amounting to approximately $250,000 more, which, the cancer group said, makes the $2 million figure a conservative one.

The report also pointed out that much of the time donated by local stations probably represented A time rates, which are 50% higher than the B time rates on which the published figures were based.

HUGH JONES, WBBM Chicago newswriter, and Billie Marie Hamilton were married Oct. 25.

FM Supporting Tower—WMGM

"Towering Strength" would be a true title for this picture, because Blaw-Knox vertical radiators combine calculated structural stamina with maximum radiating efficiency. (Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers!)

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4853-1

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

. . . made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

NEW YORK F. C. Sweeney, Watkins 4-3000
BOSTON J. P. Lynch, Kenmore 6-4567
PHILADELPHIA G. I. Jones, Walnut 2-5405
CINCINNATI J. R. Thompson, Main 0600
CHICAGO E. H. Taylor, Canal 4104
MINNEAPOLIS W. G. Pree, Geneva 1621
RICHMOND E. C. Toms, Richmond 2-2833
ATLANTA E. W. Stone, Cypress 1751
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
ST. LOUIS J. P. Lenkerd, Newstead 4700
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
DALLAS C. C. Ross, Central 6454
CLEVELAND W. S. Rockwell, Cherry 1360
PITTSBURGH R. F. Grossett, Court 4000
DETROIT P. L. Gundy, Temple 1-5500
SAN FRANCISCO B. R. Cole, Market 5131
LOS ANGELES R. B. Thompson, Trinity 3321
SEATTLE D. I. Craig, Main 4635

Radiorama

FINAL arrangements are made for Jack Sterling (second from r) to replace Arthur Godfrey (l) on the latter's early morning programs over WCBS New York. Others participating are (l to r) Leonard Shultz, advertising manager, Interwoven Stocking Co.; G. Richard Swift, assistant general manager of WCBS, and John Mettler, president, Interwoven Stocking Co.

STATION-REPRESENTATIVE huddle on television in Boston included (l to r) C. Herbert Masse, WBZ sales manager; W. Gordon Swan, WBZ program director; James P. Gillis, NBC Spot Sales; WBZ Station Manager W. C. Swartley; James V. McConnell, NBC Spot Sales director; Lucian Self, WBZ-TV program supervisor; John Dodge, Spot Sales' New England representative; W. H. Hauser, WBZ chief engineer.

(Also see picture, page 84)

MARK WOODS (l) ABC president, congratulates E. F. Kalkhof (r), advertising manager of American Oil Co., on the response to company's *Carnegie Hall* program, heard Sundays, 7.30 p.m. on ABC. Narrator Gene Hamilton is center.

IDENTIFICATION slide to be used by NBC's Hollywood TV station, KNBH, when it starts in early 1949 is discussed by (l to r) Robert V. Brown, KNBH program manager; Edward Sobol, executive producer; Hal Bock, NBC Western Division television manager, and Robert Clark, television operations supervisor. The station will operate on Channel 4.

WHICH ONE has the Toni may have been the question of Toni Co. President R. N. W. Sherman (c) to Johnny Wayne (l) and Frank Shuster as the *Wayne and Shuster* program marked its debut on the full CBS Trans-Canada Network.

DON LEE Network alumni attending Hollywood Ad Club "Don Lee Day" luncheon are (l to r) Don Bernard, Lewis Allen Weiss, Meredith Willson, Mrs. Harrison Holloway (Edna O'Keefe), Felix Mills, Nadine Connor, Willet Brown and Claude Sweeten.

'SMILE OF BEAUTY' at TV debut of ABC's *Break The Bank* is given by Chester McCracken, Doherty, Clifford & Shenfield; Wallace Drew, Bristol-Myers, sponsor; Donald K. Clifford, DC&S; Bert Parks, m. c.; Joseph M. Allen, B-M, Slocum Chapin, ABC.

DISCUSSING inflation at Philadelphia Junior Ad Club Oct. 21 (l to r): Wm. L. Batt, SKF Industries president; Columnist J. A. Livingston; Jerome B. Gray, Gray & Rogers agency; Walter D. Fuller, president, Curtis Pub. Co.; Edwin F. Thayer, publisher, *Tide*.

RECEIVING line at October meeting of Nashville Advertising Federation included (l to r): Tom Baker, WKDA, program chairman; Lee Hart, NAB, guest speaker; F. C. Sewell, WLAC, NAF president; Eugene Tanner, WSIX, attendance chairman.

EDDIE CONDON'S FLOOR SHOW... jazz by collector's-item-combinations...Tuesday nights.

THE DRAWING GAME... Pulitzer Prize cartoonist Rube Goldberg in a charade-quiz game... Thursdays.

TV Table of Contents

...on WPIX includes a wide variety of studio presentations and remote pickups...practical help for the homemaker, beauty, cooking, fashion...teen age entertainment, children's shows... fast, comprehensive coverage of the news...special events, sports, football, hockey ...movies, music, public service programs... every kind of presentation for every kind of viewer—or sponsor!...in a major mass market, big enough now to make TV a mandatory medium and growing fast in New York!

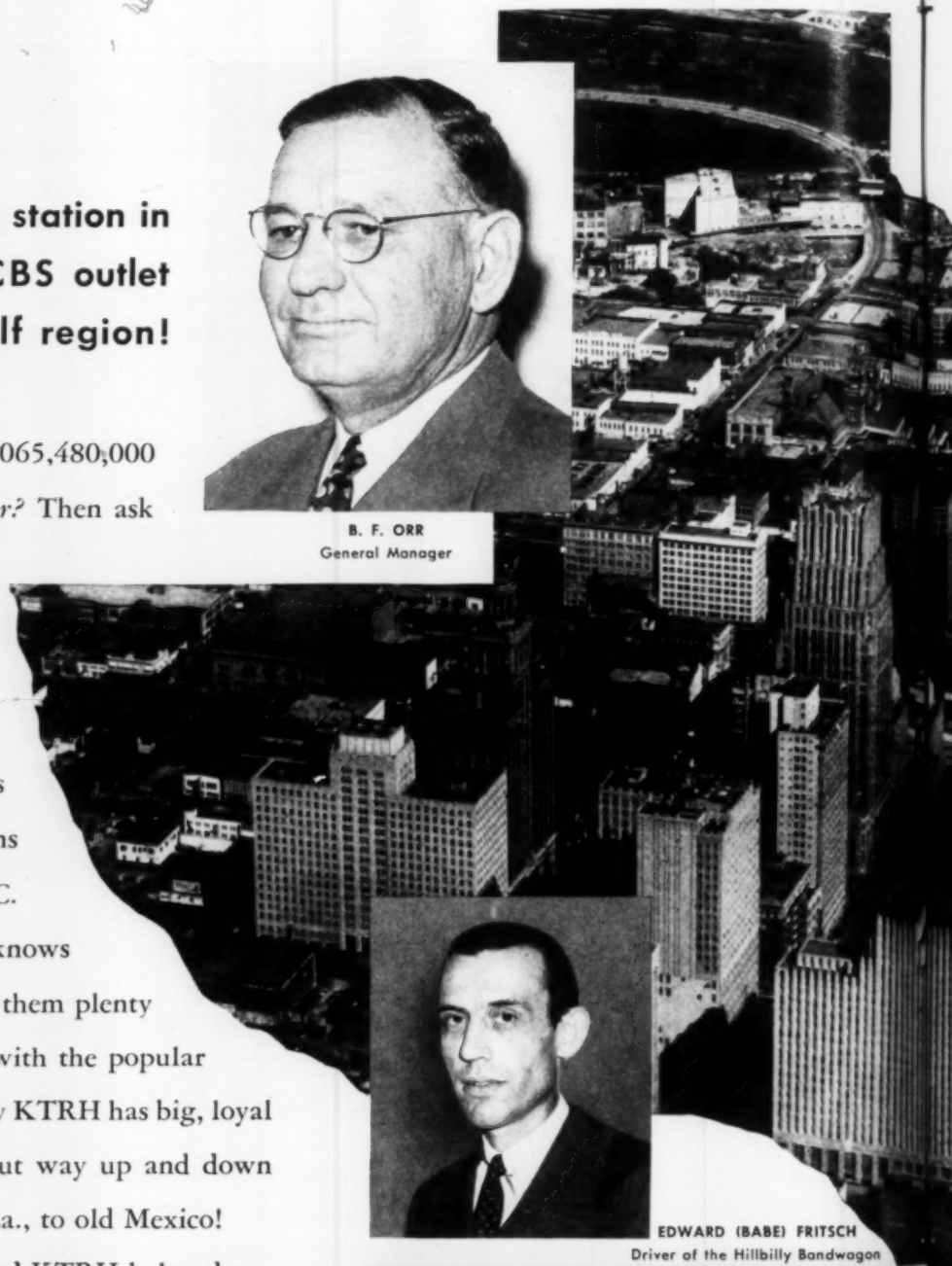
And WPIX, with extensive facilities for producing programs, and the most modern TV equipment... offers any advertiser the best opportunity to grow with market and medium! For rates and costs... just call or write...

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. ...MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

WPIX
NEW YORK CITY • CHANNEL 11

in HOUSTON, the ears of Texans are upon KTRH!...

B. F. ORR
General Manager



KTRH... only 50,000 watt station in Houston... only major CBS outlet along the rich Texas Gulf region!

Care to get a share of the $1,065,480,000 spent in the Houston area *each year?* Then ask your John Blair man about KTRH! With 50,000 watts, KTRH covers Houston and 82 big Texas counties... reaching *and selling* the ranchers, industrial workers and countless other prosperous Texans who keep their radios tuned to 740 KC.

B. F. Orr, General Manager, knows what Texas folks like, and he gives them plenty of good local entertainment along with the popular CBS shows they all enjoy. That's why KTRH has big, loyal audiences... not only in Houston but way up and down the Gulf coast from Baton Rouge, La., to old Mexico!

Your John Blair man has helped KTRH help advertisers for the past 15 years. He can help you now. *Ask him.*

EDWARD (BABE) FRITSCH
Driver of the Hillbilly Bandwagon

A Fine Radio Station...

HOUSTON, TEXAS

KTRH

50,000 WATTS • 740 KC

... represented for 15 years by **JOHN BLAIR** AND COMPANY

RAY BRIGHT
Director of National Sales

RAY HERNDON
Assistant Manager

GEORGE ROESNER
Editor, "Farm Front"

TED NABORS
Program Director

JOHN BLAIR'S business is building business for fine stations like KTRH!

Today, after 15 years of John Blair representation, KTRH is doing the biggest Spot Radio business in its history! Credit goes to the John Blair men who keep advertisers constantly supplied with fresh facts and figures on markets and merchandising . . . as well as with valuable station information.

This kind of representation builds big Spot Radio billings for the stations on John Blair's fine list. It also builds big, profitable business for a lot of advertisers everywhere. Ask your John Blair man about it today!

...Fine Representation...

Offices in Chicago • New York • Detroit • St Louis • Los Angeles • San Francisco

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES OF LEADING RADIO AND TELEVISION STATIONS

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Sept. 30 274
Number of network commercials starting during October 20
Number of network commercials ending during October 15
Number of commercials on the four nationwide networks, Oct. 31 289

October Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
General Foods Corp.	Meredith Willson	ABC	Wed. 8:30-9 p.m.	Young & Rubicam
Mantle Lamp Co. of America	Smilin' Ed McConnell	ABC	Fri. 4:15-4:30 p.m.	William Hart Adler Inc.
Pillsbury Mills	Kay Kyser's Kollege of Fun & Knowledge	ABC	Mon.-Fri. 11:15-11:30 a.m.	McCann-Erickson
Pillsbury Mills	Galen Drake	ABC	Mon.-Fri. 3:30-3:45 p.m.	Leo Burnett Co.
Smith Bros.	Stop the Music	ABC	Sun. 8-8:15 p.m.	Sullivan, Stauffer, Colwell & Bayles
Assn. of American Railroads	The Railroad Hour	ABC	Mon. 8-8:45 p.m.	Benton & Bowles
American Bird Products	American Radio Warblers	MBS	Sun. 1:30-1:45 p.m.	Weston-Barnet
General Foods	Juvenile Jury	MBS	Sun. 3:30-4 p.m.	Benton & Bowles
Nat'l Council of Protestant Episcopal Churches	Great Scenes from Great Plays	MBS	Fri. 8-8:30 p.m.	H. B. Humphrey Co.
R. B. Semler Inc.	Gabriel Heatter	MBS	Sat. 9-9:15 p.m.	Erwin Wasey Co.
Faultless Starch Co.	Faultless Starch Time (Split Net)	NBC	Sun. 11-11:15 a.m.	Bruce B. Brewer Co.
International Silver Co.	Adventures of Ozzie & Harriet	NBC	Sun. 5:30-6 p.m.	Young & Rubicam
Pet Milk Sales Corp.	Mary Lee Taylor	NBC	Sat. 10-10:30 a.m.	Gardner
Pet Milk Sales Corp.	Pet Milk Show with Vic Damone	NBC	Sat. 7:30-8 p.m.	Gardner
S. C. Johnson & Son	Fred Waring	NBC	Mon. & Wed. 10:10:30 a.m.	Needham, Louis & Brorby
R. J. Reynolds Tobacco Co.	Bob Hawk Show	CBS	Mon. 10:30-11 p.m.	Wm. Esty
Electric Companies Advertising Program	Electric Theater	CBS	Sun. 9-9:30 p.m.	N. W. Ayer & Son
Campana Sales Co.	First Nighter	CBS	Thurs. 10:30-11 p.m.	Wallace-Ferry-Hanly Co.
Standard Oil Co., N. J.	New York Philharmonic Symphony	CBS	Sun. 3-4:30 p.m.	Marschalk & Pratt
Ford Motor Co.	Ford Theater	CBS	Fri. 9-10 p.m.	Kenyon & Eckhardt

October Deletions

Seeman Bros.	Buddy Weed Show	ABC	Sat. 11:45-12 noon	J. D. Tarcher & Co.
American's Future Inc.	Sam Pettingill	ABC	Sun. 1-1:15 p.m.	Andrew Gahagan Assoc.
Curtis Pub. Co.	The Listening Post	ABC	Mon.-Wed.-Fri. 10:45-11 a.m.	BBDO
R. B. Semler Inc.	Billy Rose	MBS	Mon.-Fri., 8:55-9 p.m.	Erwin Wasey Co.
Swift & Co.	Adventures of Archie Andrews	NBC	Sa. 10:30-11 a.m.	J. Walter Thompson Co.

One-Time Only

Gillette Safety Razor Co.	World Series	MBS	Oct. 6-11, 12:45 p.m. to conclusion	Maxon Inc.
N. Y. State Dem. Comm.	*Truman	MBS	Oct. 8, 10-10:30 p.m.	Warwick & Legler
N. Y. State Rep. Comm.	*Ives	MBS	Oct. 15, 10:30-10:45 p.m.	Albert Frank-Guenther Law
Progressive Party	Wallace	MBS	Oct. 17, 1:30-1:45 p.m.	Frederick Clinton Co.
Rep. Nat'l Comm.	Joe Martin	MBS	Oct. 20, 8:30-8:55 p.m.	BBDO
Progressive Party	Wallace	MBS	Oct. 22, 9:15-9:30 p.m.	Frederick Clinton Co.
Dem. Nat'l Comm.	Ickes	MBS	Oct. 22, 10:30-11:00 p.m.	Warwick & Legler
Dem. Nat'l Comm.	Truman	MBS	Oct. 25, 10-10:30 p.m.	Warwick & Legler
N. Y. State Rep. Comm.	*Dewey	MBS	Oct. 26, 10-10:30 p.m.	Albert Frank-Guenther Law
N. Y. State Rep. Comm.	*Dewey	MBS	Oct. 27, 9:00-9:30 p.m.	Albert Frank-Guenther Law
Rep. Nat. Comm.	*Warren	MBS	Oct. 27, 10:30-11:00 p.m.	BBDO
PAC of CIO	*Truman	MBS	Oct. 28, 9:00-9:30 p.m.	Furman, Feiner & Co.
ILGWU	*Truman	MBS	Oct. 28, 10:30-11:00 p.m.	Furman, Feiner & Co.
Progressive Party	Wallace	MBS	Oct. 29, 9:15-9:30 p.m.	Frederick-Clinton Co.
Dem. Nat'l Comm.	Truman	MBS	Oct. 29, 11:15-11:30 p.m.	Warwick & Legler
Gillette Safety Razor Co.	Navy-Notre Dame Football Game	ABC	Sat., Oct. 30 Afternoon	Maxon Inc.
Rep. Nat'l Comm.	Dewey (recorded)	ABC	Sept. 22, 9:30-10 p.m.	BBDO
Rep. Nat'l Comm.	Taft	ABC	Oct. 11, 10-10:30 p.m.	BBDO
Rep. Nat'l Comm.	Halleck	ABC	Oct. 13, 9:30-10 p.m.	BBDO
Rep. Nat'l Comm.	Dewey	ABC	Oct. 15, 9:30-10 p.m.	BBDO
Rep. Nat'l Comm.	Edison	ABC	Oct. 20, 9-9:30 p.m.	BBDO
Rep. Nat'l Comm.	Stassen	ABC	Oct. 28, 8:15-8:45 p.m. MST and PDT, RR 8-8:30 p.m. PST	BBDO
New York State Rep. Comm. (lineup: all NY state stations)	Warren	ABC	Sept. 30, 10-10:30 p.m.	Albert Frank-Guenther Law
Dewey-Warren Clubs of America	Dewey	ABC TV	Oct. 26, 10-10:30 p.m., Chicago, Cleveland, Detroit, St. Louis, Milwaukee, Toledo, Buffalo	BBDO

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Dem. Nat'l Comm.	Truman-Barkley transcribed	ABC	Sept. 27, 3:30-3:45 p.m.	Warwick & Legler
Dem. Nat'l Comm.	Truman	ABC	Oct. 29, 9:30-10 p.m.	Warwick & Legler
Dem. Nat'l Comm.	Musical Program	ABC	Mon., Wed., Fri., Oct. 11-Nov 1 (10 broadcasts), 3:45-4 p.m.	Warwick & Legler
Dem. Nat'l Comm.	Truman and Barkley	ABC	Nov. 1, 10:30-10:45 p.m.	Warwick & Legler
N. Y. State Dem. Comm.	Barkley, Mrs. Eleanor Roosevelt, Lehman	ABC	Oct. 31, 8:45-9 p.m.	Warwick & Legler
PAC of ILGWU for Truman and Barkley	Maurice J. Tobin Humphrey Bogart	ABC	Oct. 7, 10-10:15 p.m.	Furman, Feiner & Co.
PAC of ILGWU for Truman and Barkley	Ronald Reagan, Mayor Hubert Humphrey of Minneapolis	ABC	Oct. 14, 10-10:15 p.m.	Furman, Feiner & Co.
PAC of ILGWU for Truman and Barkley	Truman and Tallulah Bankhead	ABC	Oct. 21, 10:00-10:15 p.m.	Furman, Feiner & Co.
PAC of ILGWU for Truman and Barkley	Barkley, Melvyn Douglas, Helen Gahagan Douglas	ABC	Oct. 28, 10-10:15 p.m.	Furman, Feiner & Co.
PAC of CIO and AFL League for Political Education for Truman and Barkley	Ickes	ABC	Oct. 14, 9-9:30 p.m.	Furman, Feiner & Co.
Labor's League for Political Education	Hollywood Stars	ABC	Oct. 26, 10-10:30 p.m.	Furman, Feiner & Co.
Amalgamated Clothing Workers Union for Truman and Barkley	Barkley	ABC	Oct. 21, 7-7:30 p.m.	Klinger Adv.
UAW for Truman and Barkley	Reuther	ABC	Oct. 24, 1-1:15 p.m.	Furman, Feiner & Co.
UAW for Truman and Barkley	Reuther	ABC	Oct. 31, 1-1:15 p.m.	Furman, Feiner & Co.
So. Calif. Dem. State Central Comm.	Pepper	ABC	Oct. 21, 9-9:15 p.m.	Brisacher, Van Norden & Staff
TELEVISION				
Democratic Nat'l Committee	Truman	ABC	Oct. 25, 9-9:30 p.m.	Warwick & Legler
(AM) State's Rights	Thurmond	ABC	Nov. 1, 8:45-9 p.m.	Harrison Adv.
Progressive Party	Wallace	ABC	Oct 14, 8:30-8:45 p.m.	Frederick-Clinton Co.
Progressive Party	Wallace	ABC	Oct. 21, 8:30-8:45 p.m.	Frederick-Clinton Co.
Progressive Party	Wallace	ABC	Oct. 28, 8:30-8:45 p.m.	Frederick-Clinton Co.
Progressive Party	Wallace	ABC	Oct. 24, 7-7:15 p.m.	Frederick-Clinton Co.
Progressive Party	Wallace	ABC	Oct. 31, 7-7:30 p.m.	Frederick Clinton Co.
National Council of the Arts, Sciences and Professions	Wallace, Taylor, Thomas Mann, Harlow Shapley and Others	ABC	Nov. 1, 10-10:30 p.m.	Weinstein Co.
Socialist Labor Party	Edward A. Teichert	ABC	Oct. 28, 9:15-9:30 p.m.	Rossun & Stanley
Democratic Nat'l Committee	Barkley	CBS	Oct. 1, 10-10:30 p.m.	Warwick & Legler
Democratic Nat'l Committee	Barkley	CBS	Oct. 14, 9-9:30 p.m., 10:30-11 p.m.	Warwick & Legler
Democratic Nat'l Committee	Truman	CBS	Oct. 25, 10-10:30 p.m.	Warwick & Legler
Democratic Nat'l Comm.	Truman	CBS	Oct. 27, 9:30-10 p.m.	Warwick & Legler
Republican Nat'l Committee	Vandenberg	CBS	Oct. 4, 8-8:30 p.m.	BBDO
Republican Nat'l Committee	Warren	CBS	Oct. 6, 10:30 11 p.m.	BBDO
Republican Nat'l Committee	Dewey	CBS	Oct. 11, 8:30-9 p.m.	BBDO
Republican Nat'l Committee	Dewey	CBS	Oct. 14, 9:30-10 p.m.	BBDO
Republican Nat'l Committee	Dewey	CBS	Oct. 28, 9:30-10 p.m.	BBDO
Republican Nat'l Committee	Warren	CBS	Oct. 29, 10-10:30 p.m.	BBDO
Progressive Party	Wallace	CBS	Oct. 20, 10:30-10:45 p.m.	Frederick Clinton Co.
Progressive Party	Wallace	CBS	Oct. 26, 10:30-11 p.m.	Frederick Clinton Co.
Progressive Party	Wallace	CBS	Oct. 27, 10:30-11 p.m.	Frederick Clinton Co.
PAC of CIO	Murray	CBS	Oct. 25, 7:15-7:30 p.m.	Furman, Feiner & Co.
Democratic Nat'l Comm.	Truman	NBC	Oct. 6, 9:30-10 p.m.	Warwick & Legler
Democratic Nat'l Comm.	Truman	NBC	Oct. 13, 10:30-11 p.m.	Warwick & Legler
Democratic Nat'l Comm.	Truman	NBC	Oct. 19, 3-3:30 p.m.	Warwick & Legler
Democratic Nat'l Comm.	Truman	NBC	Oct. 23, 9-9:30 p.m.	Warwick & Legler
Democratic Nat'l Comm.	Truman	NBC	Oct. 29, 9:30-10 p.m.	Warwick & Legler
Indep. Progressive Party of Calif.	Wallace	NBC	Oct. 4, 10:30-10:45 p.m.	Frederick Clinton Co.
Indep. Progressive Party of Calif.	Wallace	NBC	Oct. 11, 10:30-10:45 p.m.	Frederick Clinton Co.
Progressive Party of Ill.	Wallace	NBC	Oct. 18, 10:30-10:45 p.m.	Frederick Clinton Co.
Progressive Parties of Mich., Ohio	Wallace	NBC	Oct. 25, 10:30-10:45 p.m.	Frederick Clinton Co.
Socialist Labor Party	Teichert	NBC	Oct. 18, 10:45-11 p.m.	Rossun & Stanley
Dewey-Warren Citizens Comm. of N. Y.	Dewey	NBC	Oct. 26, 8-8:30 p.m.	BBDO
Dewey-Warren Clubs of America	Dewey	NBC	Oct. 27, 9-9:30 p.m.	BBDO
Dewey-Warren Clubs of America	Dewey	NBC	Oct. 30, 9:30-10 p.m.	BBDO

(* Not full network)

4-H Recorders

U. S. DEPT. of Agriculture, through its Office of Information, has advised radio farm directors that two or more tape recorders will be available for their use during the annual 4-H Congress in Chicago Nov. 28. Recorders, to be supplied by a radio committee, will be located in the Stevens Hotel only and directors desiring to cover the International Livestock show and other agricultural meetings should bring their own recorders, the Department's RFD newsletter urges. No wire recorders will be furnished "because of the many different types," the letter added.

WWL 1st

NEW ORLEANS

. . . in the Deep South—Based on Latest Listener Diary Study!*

1. WEEK AS A WHOLE . . . . WWL 1st by almost 3½ to 1

2. ALL QUARTER HOURS . . WWL 1st —wins 87% of them; 89.5% in daytime

3. PARTS OF DAY . . . . . . WWL 1st in every one

4. STRIP PROGRAMS . . . . WWL 1st in net weekly audiences

This is definite proof
FOLKS TURN TO . . . . . WWL 1st
NEW ORLEANS
A Department of Loyola University

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

CBS AFFILIATE • • • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

ANTENNA PROOF

FCC Adopts DA Policy

FCC HAS ADOPTED a "prove it first" approach to the growing problem of complicated directional-antenna installations [CLOSED CIRCUIT, Nov. 1].

Under this new and stricter policy, an applicant who proposes a complex directional array may be required to demonstrate its workability before he gets a construction permit authorizing its installation.

The policy, to be invoked in all "doubtful" cases, is designed to save the time and money of applicants, the time of the Commission and the sanctity of its engineering standards—which concededly have sometimes suffered in the past.

FCC authorities said they have had several cases in which proposed directional installations looked good on paper but proved faulty when completed and put into operation.

There have been instances where the signal delivered to the business district didn't come up to the minimum specified by FCC's standards, for example, or where the station failed to deliver an interference-free signal into the city it was supposed to serve.

In such circumstances, and in view of the high cost of directionals, authorities said that in the past they sometimes have "bent over backwards" and accepted adjustments which did not wholly satisfy the requirements of the standards.

These problems can be avoided and the element of risk can be removed from applicants' investments, it was pointed out, if the installation is required to be proved in advance.

This, authorities said, can be accomplished by use of a test transmitter before construction is started, or by measurements made upon completion of the first tower of those involved in the proposed array.

The applicant may be required to submit such proof before the construction permit is issued, or the requirement of proof may be written into the CP as one of the conditions upon which it is based.

The permittee may also be required to take frequent measurements after the installation is put into use, to assure its proper operation.

Heretofore the Commission has required only that the applicant specify a definite site and submit details relating to design, and that, before he starts operation, he submit proof of performance taken during equipment tests.

Tip-off on the new policy was seen in the conditions which FCC specified in granting KTKC Fresno's application for modification of its 50 kw construction permit (940 kc) to permit changes in the directional patterns. FCC set three requirements:

(1) Prior to the commencement of construction, permittee will make such measurements by means of a test transmitter as are necessary to establish the suitability of the proposed transmitter site; Commission approval of transmitter site will be necessary before issuance of a CP; (2) after operation is commenced, permittee is to provide means whereby field measurements can be made weekly at a sufficient number of monitoring points to indicate whether proper operation of the directional system is being maintained; measurements are to be appropriately recorded; (3) permittee shall be required to correct all legitimate complaints arising out of interference occasioned by the so-called blanketing effect of strong signals within the 250 millivolt-per-meter contour.

TEXAS' No. 1 SPORTS STATION

- **34 HIGH SCHOOL FOOTBALL GAMES**—*The Ford Motor Company*
- **WORLD SERIES**—*Gillette*
- **ALL-STAR FOOTBALL GAME**—*Wilson Sporting Goods Company*
- **"FISHING & HUNTING CLUB OF THE AIR"**—*Pearl Beer*
- **ALL-STAR BASEBALL GAME**—*Gillette*
- **EAST-WEST FOOTBALL GAME and NORTH-SOUTH FOOTBALL GAME**—*Gillette*
- **12 SOUTHWEST CONFERENCE FOOTBALL GAMES**—*The Humble Oil & Refining Co.*
- **8 NATIONAL FOOTBALL GAMES**—*Mutual Broadcasting System*
- **THE MEL ALLEN SHOW**—*U. S. Army Recruiting*
- **FOOTBALL PREDICTIONS by LEAHY OF NOTRE DAME**
- **HORSE RACES**—*Every Week from Mutual*
- **EDDIE BARKER'S "SCOREBOARD" (Six Nights Weekly)**—*M. F. Fischer & Son*
- **TEXAS OPEN GOLF TOURNAMENT**—*Canada Dry*
- **NATIONAL GOLDEN GLOVES FINALS**—*The U. S. Army and U. S. Air Force*
- **NATIONAL PRIZE FIGHTS**—*Ballantine's Ale and Beer*
- **ANNUAL NATIONAL 500-LAP MIDGET AUTO CLASSIC**
- **INDIANAPOLIS 500-MILE RACE**—*The Perfect Circle Company*
- **BROADCASTS DIRECT FROM THE OLYMPICS**
- **TEEN-AGE RODEO**—*The Twenty-Thirty Clubs*

Mutual in San Antonio

KMAC-KISS

Howard W. Davis, owner

Represented Nationally by JOHN E. PEARSON CO.

CROSS IS APPOINTED TO WEINTRAUB POST

CHRISTOPHER CROSS, who has just returned from Geneva where he attended the United Nations Freedom of Information Conference as a public information specialist, has joined William H. Weintraub Co., New York, as publicity director in charge of radio accounts.

Mr. Cross

The agency handles the Kaiser - Frazer account sponsoring Walter Winchell; and Lee Hats with Drew Pearson, among others.

Mr. Cross was with the United Nations from its inception as chief of U. S. radio for UN. After attending the Geneva Conference Mr. Cross stayed on as public information specialist for the First World Health Assembly.

Prior to his association with the United Nations, Mr. Cross was North American Public Relations director for the BBC.

FM Network Show

EIGHT-STATION Midwest FM Network presented its first program, *Voting Trends*, last Monday, 8-8:30 p.m. The show, a round-table discussion from Purdue U., originated at WFAM Lafayette, Ind. Members of the network, besides WFAM, are WXLW Indianapolis, WFTW Fort Wayne, WIKY Evansville, WKMO Kokomo and WCSI Columbus, all Indiana, WCTS Cincinnati and WEAW Evanston, Ill. WWNI Wabash, Ind., will be ready to join the network Jan. 1, according to Graeme Zimmer, WCSI station manager.

HIGH in quality...

LOW in cost

23C SPEECH INPUT EQUIPMENT for AM and FM Stations

HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

—QUALITY COUNTS—

Western Electric

THE LATEST WCKY STORY

MAIL plus RATINGS mean SALES

In the first 9 months of 1948 over

ONE MILLION DOLLARS

IN DIRECT SALES ON ONE PROGRAM

WCKY'S Jamboree program pulled over 647,400 orders for merchandise in 9 months, 1948.

WCKY'S Jamboree program sold $1,058,552.00 worth of merchandise for its direct mail advertisers, in 9 months, 1948.

WHEN THEY LISTEN TO WCKY, THEY BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY

Here are some of the **RESULTS** WCKY produced for its advertisers in the first 9 months of 1948:

GAYLORD PRODUCTS sold over $85,161.00 worth of automobile seat covers.

SOUTHERN FARMER secured over $166,101.00 in subscriptions to its magazine.

WILLIAM WISE & COMPANY sold over $78,272.00 worth of the Modern Home Physician Book.

SISK NURSERIES sold over $30,952.00 worth of fruit trees in four months.

ARTHUR HIRSCH COMPANY sold $6,200.90 worth of dolls in the last four weeks.

DUKE DELANY COMPANY sold $2,905.11 worth of toy guns in the last three weeks.

IN CINCINNATI, YOUR BEST BUY IS WCKY.

Thomas A. Welstead
Eastern Sales Manager
53 East 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Radioweather: Unchanged

NOW THAT a giddy America is groping its way out of the fog of alibis and second-guessing in the wake of the amazing Truman triumph, radio (which has no apologies to make for its job of handling the biggest news since V-J Day) can sit back and take stock.

Next January there will be a Democratic Administration, 100% pure. It will extend from the White House to both sides of Capitol Hill. Harry Truman is boss. His was the greatest personal victory ever achieved by a Presidential aspirant. He does not have to deal with a hostile Congress.

What about the state of the nation for radio? Mr. Truman has repeatedly gone on record for a free radio . . . "as free as the press." That's all-encompassing.

The FCC goes on as is. Chairman Coy, we feel sure, can remain as long as he wishes at the FCC helm. He has the absolute confidence of the President, who drafted him ten months ago, and when the signs of the political zodiac were none-too-enticing. In those ten months he has given excellent administration. It would not be going afield to say he has been the most efficient and effective chairman that maligned agency has every had.

It is in the Congress that the order changes. Sen. Edwin C. Johnson, Colorado Democrat, takes over the chairmanship of the Interstate Commerce Committee. He was in the thick of the White Bill fight last session. He is opposed to clear channels and high power. He would rule all alcoholic beverage advertising off the air, and from the printed pages.

The House picture isn't clear. Rep. Robert Crosser, veteran Ohio legislator, is in line for the Interstate Commerce Committee chairmanship. He has not been active in communications; his forte is transportation.

The fate of the House Select Committee to Investigate the FCC also is uncertain. With the shift in power balance, a Democrat will become chairman—if the Committee is continued. We doubt whether it will be. Its present chairman, Rep. Forest A. Harness, lost out in the Indiana elections. A final report will be filed. The file probably will be its tomb.

On other fronts that affect radio, Labor's hand is strengthened measurably. Taft-Hartley Bill revisions can be expected. The Hoover Commission report on reorganization of Government, while a bi-partisan project, nevertheless was G.O.P.-dominated. Government reorganization will be as Mr. Truman wants it. We doubt whether it will touch the FCC.

There may be a return of inflationary controls, such as price regulation. It will come *if* business itself doesn't take hold. There will be a modified New Deal philosophy for the next four years.

There won't be an exodus from Washington, radio-wise or otherwise, next January.

Pollsters (Archaic)?

RADIO, along with the newspapers and the political wiseacres, learned a harsh lesson in the stunning upset that swept into office a strongly Democratic Congress on Harry Truman's Presidential coat-tails.

The elections made a boob of every public opinion pollster. The political poll now can be expected to go the way of the *Literary Digest*, which died an anguished death after its straw-vote of 1936, predicting an Alf Landon victory over FDR.

Radio's lesson isn't learned because it went wrong on the predictions. Radio *had* no editorial opinion in this election. It conducted no straw votes. It simply reported what others had done.

It is the secondary, or delayed action that we have in mind. What about advertising's polls of consumer purchases and brand preferences? What about consumer panels? What about radio's own polls of program ratings? Does the abysmal flop of the political pollsters damn the radio researchers to the limbo of forgotten failures?

These questions, being asked on all sides, stem in part from confusion about techniques. The political pollsters, asking people how they *intended* to vote, were engaging in "predictive research." Radio audiences are measured usually while people are in the act of listening.

Certainly, all techniques of audience measurement, and particularly the predictive research, will receive a thorough examination and perhaps a considerable revision in the months ahead. Harry Bannister, WWJ Detroit, a member of the NAB board, pointedly raises the radio issue elsewhere in a letter to this journal. (See story.)

Thus, inadvertently, fuel is added to what has been a smouldering program-rating fire. We suspect it will be at white heat by NAB convention-time next April.

Block That Hiatus

THAT WHEEZE about everything changes in radio except programs, performers and programming techniques, isn't long for this new radio world. It used to be that allocations could shake the foundations of the business, ownerships could shift and codes could be devised, but the same programs would issue from the same microphones, using the same formats —except for summer hiatuses and daylight saving time shuffles.

This year saw more revising of network schedules than at any time in a decade. Television is influencing it; the maligned giveaway has had an effect. First steps toward daytime TV programming have been taken and will bring more changes.

Underscoring this trend is the concrete move of CBS—shortly to be followed by NBC—toward lifting of the ban on transcribed shows. The CBS policy is toward eliminating the summer hiatus, by permitting the re-use—transcribed—of "specific programs of unusual merit" during the vacation periods.

NBC President Niles Trammell told his affiliates last September that his network was exploring a plan to transcribe top programs for use during vacation periods. Thus, when its policy is promulgated, all four major networks will have aligned themselves. ABC and Mutual haven't had inhibitions against recordings for several years. The ABC Bing Crosby show is an outstanding example.

Advertisers and affiliates alike will welcome this innovation, which is bound to spread from network to local schedules. It eliminates additional programming costs of doubtful value during the six- or eight-week summer hiatuses. It should check the giddy drop of ratings during the summer. It will help stabilize revenues for stations and networks alike, through solid year-round programming. It will take the "season" misnomer out of radio's lexicon.

And it will encourage local and regional advertisers to maintain 52-week schedules, because they follow the national leaders.

The summer hiatus problem-child has a twin brother—the daylight saving brat. The pair have romped along recklessly. They can be rehabilitated toward the goal of better listening, better radio and better business.

Our Respects To—

WALTER BOLLES DAVISON

ALTHOUGH not currently in station sales, Walt Davison will never forget first the sweat and next the reassurance which comes from living up to your rate card.

It seems that he came to the office one morning and found one agency seeking the bulk rate for one year on behalf of four unrelated accounts. Taking the order in hand, Walt Davison visited the agency, advised them it was no dice and left. By the time he returned to the office a call was already awaiting him from the agency concerned seeking to do business on the basis of the rate card.

That firmness is the very real essence of the gentleman who heads the Capitol Transcription Division with the three-way responsibility of manager, sales manager and advertising manager.

Most stories of young men, who followed Greeley's advice about going west, went west once and that was that. But Walt Davison made the trek three times and seems convinced it will stick this time. And his record bespeaks confidence. He started with Capitol transcriptions and 12 subscribers in September 1946. Now two years later he can show over 400 contracts.

Born Walter Bolles Davison at Hightstown, N. J., April 8, 1912, he attended Peddie School, graduating in 1930. Aiming to become an artist, he next attended Pratt Institute for a year. The depression was in full bloom, but he found a job with a retail coal company in Orange, N. J.

Convinced that he lacked top-flight talent as an artist, he enrolled next at Rutgers for 1932-'34, studying advertising and business administration.

When summer vacation rolled around, a brother Chi Psi landed a job as page at NBC New York; at the same time he convinced the young Davison that he too could don the NBC page uniform. And he did get a job on the staff.

By fall, he had decided to continue working and studying more advertising at New York U.'s night school. From page boy, he advanced to guide and eventually to night manager of the guest relations division, in full charge of all pages and guides.

Early in 1936, Mr. Davison was named as special representative of guest relations division for contact with railroads, airlines, steamships, hotels, travel bureaus, to develop better

(Continued on page 48)

Take the GUESS out of Buying

with WOV's 5 Audited Audiences

YOU DON'T HAVE TO JUMP TO CONCLUSIONS. Audited Audiences, WOV's new and more intelligent approach to radio gives you specific market information that will help you "TAKE THE GUESS OUT OF BUYING."

WOV knows and wants you to know who its listeners are; where they live and shop; what they earn, spend and buy; what they like and dislike. This is the basis of Audited Audiences. This is the dope the advertising business wants from radio. Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience.

This vital, statistical inside information together with WOV's continuing Pantry Survey showing the sales acceptance of 365 items in 37 different classifications are available now without obligation. Get the facts... a WOV salesman will give you specific market information so that you, too, can

TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • *The Bolling Company, Inc., National Representative*

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

WOV
NEW YORK

Tops with TELEVISION DIRECTORS

"The Yearbook is as necessary to my business as a television client."

Fran Harris

FRAN HARRIS
Television Director
Ruthrauff & Ryan, Inc.
Chicago

Tops with TELEVISION DIRE

"The Yearbook is of inestimable value in operating our television department."

Arnold Maguire

ARNOLD MAGUIRE
West Coast TV Dir.
Foote, Cone & Belding
Los Angeles

Tops with

"When I need to know who's who and what's what in any phase of TV broadcasting, I turn to the BROADCASTING Yearbook."

Herbert Leder

HERBERT LEDER
Television Director
Benton & Bowles, Inc.
New York City

BROADCASTING
Telecasting
1949 YEARBOOK NUMBER

Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

Management

GENE MILNER has been appointed general manager of WCAP and WCAP-FM Asbury Park, N. J. He will continue to direct activities of Whitehall Radio Production Co., and program *Home Town, America*, of which he is the founder.

CHARLES N. EVANS has been appointed manager of WIZE Springfield, Ohio. He was formerly account executive of WIZE and WING Dayton, Ohio, WIZE affiliate. Mr. Evans joined stations in 1943 as announcer and assistant production manager for WING.

Mr. Evans

NATHAN STRAUS, president of WMCA New York, who is now in Tel Aviv, will start series of broadcasts from Israel's capital to be carried by WMCA Monday through Friday, 6:05-6:15 p.m. The Tel Aviv originations are to be relayed and transcribed in New York by RCA for broadcast later in the day by WMCA.

ALFRED G. HILL, publisher of the *Chester* (Pa.) *Times* who with Mrs. Hill and associates has contracted to sell WILM Wilmington to Ewing B. Hawkins [BROADCASTING Sept. 27], will publish a newspaper at Oak Ridge, Tenn., beginning Jan. 1. Agreement to publish the paper was entered into with the Atomic Energy Commission.

ROYCE A. COLLIER has been appointed assistant manager and commercial manager of KECK Odessa, Tex. He was formerly with KXOX Sweetwater and KIOX Bay City, both Texas.

GEORGE C. MONTGOMERY has been elected to the board of directors of the General Electric Co., Bloomfield, N. J. Mr. Montgomery is vice president and director of Castle & Cooke, sugar factories and shipping agents, in San Francisco.

BOB MANN, sales promotion manager of WDAR Savannah, Ga., has been appointed assistant manager.

OSCAR MASSA, program director of LRI Radio el Mundo of Buenos Aires, is in the United States for a visit. Mr. Massa will make his headquarters with his U. S. representative, Melchor Guzman Co., New York.

Respects

(Continued from page 46)

coordination and more traffic through the NBC New York studios.

October 1938 had Walt Davison making his first western trek to become manager of guest relations at NBC Hollywood. There he set up tours and reorganized all handling of the general public. A year later he was appointed assistant sales promotion manager and in the spring of 1940, he became national Spot Sales representative for the Western Division.

Sales had now become his meat and January 1941 found him leaving the network to join KMPC Beverly Hills as sales manager. Exactly one year later he joined KGO San Francisco in similar capacity.

In December 1942, he resigned this post to become a special assistant to the director of the U. S. Signal Corps Radar Laboratories at Ft. Monmouth. In August 1943 he rejoined NBC as sales representative in recording division. Shortly afterward he was named special assistant to Vice President Lloyd Egner on temporary six-month assignment in Hollywood to improve coordination between NBC and AFRS. During this period he assisted in working out Armed Forces Radio Service world-wide coverage and also acted as Western Division manager of radio recording division.

March 1944 saw him returning to New York as sales manager of the Radio Recording Division. In November 1945, he resigned from NBC for a second time to accept the sales manager's post with the newly formed transcription division of Capitol Records. In January 1948 he assumed the post of manager in addition to his sales duties. And he's been back on the Coast since November 1947 (where he hopes to stay).

In his present post Walt Davison heads a 14-person staff which handles repertoire recording, factory control and servicing of stations.

There was another chap named Davison at NBC New York when Walt headed the pages and guides. To make matters worse, his first name was Walter and mail rooms will usually pay little attention to different middle initials. The result: One or another was always getting the mail and telephone complaints which rightfully belonged to the other.

But there was no mistaking which Walt Davison Marion Dietz wanted to see in early '37 when she visited the network headquarters to arrange a tour for her class. And after arranging the tour for her class, Walt made certain to arrange numerous "social" tours for Miss Dietz thereafter.

And this became a national progression for the "tour" down the center aisle for the two when they were married June 16, 1937 at Auburn, N. Y.

Today the Davison menage is at Sherman Oaks in the suburban San Fernando Valley. It's also a happy resting place for Merrill, 5, and Keren, 9.

A Thirty-Second Degree Mason, Mr. Davison claims membership in the Hollywood Advertising Club as well. On the hobby front, he takes a record man's holiday by collecting records, dabbling with model railroads and gnashing mashies.

JOHNSON APPOINTED TO CBS RADIO SALES

SOULARD JOHNSON, former assistant to the general manager of KMOX St. Louis, has been appointed Western Division manager of Radio Sales-Television for CBS.

Mr. Johnson

Mr. Johnson will make his headquarters in the Chicago office of Radio Sales. Joining KMOX in 1937 as sales promotion manager, he was named sales manager three years later, and assistant to the general manager, Wendell B. Campbell, in 1947.

Communications Forum Is Scheduled by NCCJ

"COMMUNICATIONS and Human Relations" will be the theme of a panel discussion Thursday, Nov. 18, at the National Conference of Christians and Jews twentieth anniversary celebration. Marking the occasion, a two-day institute of human relations is planned at Columbia U.'s Institute of Human Relations, New York, on Nov. 17 and 18.

Speakers on the Thursday forum will be Dr. Lyman Bryson, CBS counselor on public affairs; Neil MacNeil, *New York Times*; Dore Schary, M-G-M executive producer; Robert Sherwood, author and playwright, and Robert D. Swezey, MBS executive vice president.

Berle to Local 802

ADOLPH A. BERLE Jr., who has served the government as Assistant Secretary of State and later Ambassador to Brazil, has been named counsel to Local 802, American Federation of Musicians. The key New York local recently dropped as counsel Harry Sacher, who had been accused of having strong leftist sympathies.

"VIC" DIEHM SAYS:

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough vari-colored bovines in Crawford County to make it THE leading dairy producing county in Pennsylvania. That's why retail sales in Meadville (our headquarters) were well over $26,000,000 last year. For further information on this rich market write to . . .

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

November 1, 1948

To the PRESS and RADIO:

Subject: Railroads and Research

A railroad is a combination of ideas at work. There is the idea of track, the idea of the train of cars on the track, the idea of mechanical locomotive power to move the train, and finally the idea of common carriage of persons and goods for all.

Combine these ideas and you have a railroad. Improve these ideas and their working together. Smooth and strengthen the track. Increase the capacity and serviceability of the cars. Add to the power and efficiency of the locomotive. Broaden the service--and keep on doing these things year after year for more than a century, and you have the American railroads as we know them.

The latest step in this long history of progress and development is the completion of arrangements by which the Association of American Railroads is to erect on the campus of the Illinois Institute of Technology in Chicago a laboratory and center for much of the research of the railroad industry. This new development is fully in line with the long-time practice of the industry in making use of the laboratories of universities and of manufacturers of railroad supplies and equipment, while the railroads themselves serve as a great laboratory for the testing and proving of ideas, no matter where developed.

Two things are to be kept in mind about railroad research. One is that railroads don't make things to sell. They buy things from manufacturers, and use them to produce transportation service. As a service industry, therefore, railroads partake of the research done by almost every manufacturing industry.

The other thing to remember is that railroads can never shut down to retool for next year's models. Everything new on a railroad must fit in and work right along with what is already there, during a necessary period of transition.

The test of railroad research is results. One measure of what has been accomplished--one among many--is the fact that this year the average freight train is turning out two and one-half times as much transportation service per hour as the average in the years just after the first World War.

And the same sort of research in improved plant and equipment and improved operating methods which have helped to produce this and like results, is going forward today more extensively and more intensively than ever before, with every promise of still better results for the future.

Sincerely,

William T. Faricy

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

For News of All Radio

SUBSCRIBE NOW!

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

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Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
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CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

Commercial

H. GRANT THEIS, formerly of the WTOP Washington sales staff, has joined CBS-TV in charge of film syndication. Mr. Theis went to WTOP in March 1948, from promotion department of CBS Radio Sales.

PAUL S. WILSON has been appointed vice president and general sales manager of Adam J. Young, Jr., Inc., New York, station representative. Mr. Wilson has been a salesman in the Young firm since its formation and has been connected with station representative business for 20 years.

W. E. DANFORD has been appointed regional and local sales manager for KCMO Kansas City, Mo. He was formerly with WJIM Lansing, Mich.

Mr. Danford

BERT JULIAN has been appointed sales director of WXGI Richmond, Va. He was formerly with WKMO Kokomo, Ind., in same capacity.

ROGER B. READ has joined sales department of WSAI Cincinnati.

MORTON K. (Rusty) PARKER, former advertising manager of *Columbus (Ohio) Star*, has joined sales staff of WVKO-FM, Columbus station scheduled to go on air Nov. 15.

BILL BAXLEY, KECA Hollywood sales executive, is recuperating at his home following an operation.

CLARENCE McDONALD has joined commercial staff of KWBC Fort Worth as salesman.

PUNCH WYLIE, sales manager of WFBL Syracuse, N. Y., is the father of a girl, Norah Margaret.

MARY LAZOTT has joined commercial staff of WSNY Schenectady, N. Y., as assistant to **HARRY AVERILL,** sales manager.

WAYNE RICHARDS, assistant director of public affairs at KSL Salt Lake City, has been appointed traffic supervisor.

WILLIAM REED, former salesman for WINS New York, has joined sales staff of WCBS New York.

ADAM J. YOUNG Jr., New York, station representative, has moved offices from 11 West 42nd St., to 22 East 40th St., New York.

Marschalk & Pratt Shifts Radio Staff Alignment

MARSCHALK & PRATT, New York, has realigned personnel in its radio department. Sidney F. R. Smith, previously assistant promotion manager of Popular Publications, has joined the department where he will serve in one of two newly created promotion capacities on the Standard Oil Co. (New Jersey) Philharmonic broadcasts.

John T. Dunford, head of the agency's traffic department for four years, has been named for the second post. Vita Rimi, of the radio department, will perform secretarial duties for both men. Robert McLoughlin, assistant traffic manager, takes over Mr. Dunford's former position. Dick Perry, until recently with the U. S. Navy, will be his assistant.

KECA-TV Antenna

KECA-TV Los Angeles has erected a 303-foot antenna on Mt. Wilson. The station expects to be operating after the first of next year.

ACA MEET

Bertram Heads Canadian Advertising Group

GEORGE S. BERTRAM, advertising manager of Swift Canadian Co., Toronto, an important user of radio time, was elected president for 1948-49 of the Assn. of Canadian Advertisers at its 34th annual meeting at Toronto, Oct. 27-29.

Other officers elected were Lee Trenholme, Provincial Paper Ltd., Toronto, executive vice-president; J. W. Lawrence, Borden Co., Toronto; J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, Kitchener; H. T. Venning, Shirriff's Ltd., Toronto, and A. Usher, RCA Victor Co., Montreal, all vice-presidents. C. H. Willis, Appleford Paper Products Ltd., Hamilton, was elected treasurer.

Directors elected were G. W. Brown, Bristol-Myers Co. of Canada, Montreal; Robert E. Day, Bulova Watch Co., Toronto; E. T. Gater, Sterling Products, Windsor; H. G. Jackson, Chrysler Corp. of Canada, Windsor; H. T. Markey, Dominion Textile Co., Montreal; R. R. McIntosh, General Foods, Toronto; J. O. Pitt, Canadian Fairbanks-Morse Co., Montreal; M. M. Schneckenburger, House of Seagram, Montreal; R. C. Scrivener, Bell Telephone of Canada, Montreal, and R. E. Sewell, Coca-Cola Co., Toronto. J. A. M. Galilee was re-elected secretary, and Athol McQuarrie, general manager.

Mr. Bertram

Mr. Phare

Award to Phare

Of the four medals awarded annually by the ACA, the gold medal, highest award, went to Alec Phare, general manager and radio director of R. C. Smith & Son, Toronto advertising agency, for the outstanding contribution to Canadian advertising during the year.

A. R. MacKenzie, of All Canada Radio Facilities, Calgary, addressed a forum on "How to Use Radio Effectively."

"You should maintain a constructive attitude toward radio, keeping your mind clear of prejudice and negative thoughts, and taking steps to simplify your general approach," he said.

Mr. MacKenzie recommended that delegates "study the exclusive attributes of radio so that you can use it with full effect and capitalize on all its strengths."

Some advertisers tend to handicap themselves in their usage of radio, he said. "They handicap themselves by regarding the application of radio as being more complicated than it really is; by maintaining a hyper-critical attitude and letting personal prejudices influence better judgments."

The best way to reach the mass market in Newfoundland is by radio, Ewart Young, Newfoundland publisher, told the convention in discussing the Newfoundland market, important now to Canadians since Newfoundland joins Canada as a tenth province next March 31.

"When you realize that there are 1,300 settlements scattered around 6,000 miles of coastline, with not more than 10 among them having more than 5,000 population," Mr. Young said, "it is easy to see just what the radio means to the islanders." But he pointed out that batteries are too costly and too carefully nourished by Newfoundlanders to allow listening to long and repetitious commercials. Keep commercials short, he advised, or Newfoundlanders will tune out your program.

FM HOOKUP INSTALLS DUBBING EQUIPMENT

CONTINENTAL FM Network last week started the first phase of its new project designed to link FM regionals via tape recording into a nationwide hookup. The East Coast network completed installation of multiple-unit Rangertone tape recording equipment [BROADCASTING, Nov. 1].

With plans in the works for a number of network programs, Continental is working out processing of multiple copies of tape to feed key outlets of regional networks. Methods for rapid preparation of copies are in the experimental stage. They require equipment of extremely high fidelity if quality is to be retained.

Continental will record half-hour programs at 30-inch-per-second speed, with 15,000-cycle fidelity. Hour programs will be run at 15 inches with 12,000-cycle reproduction. In the case of two-hour speech-only programs, equipment can be run at 7½ inches with 7,500-cycle reproduction.

Everett L. Dillard, Continental president, said the tape system was adopted because of its frequency range, low noise level and greater dynamic volume range as well as the ease of handling and shipping tape air express. Another advantage of tape, he said, is ease of editing and erasure along with ability to re-process spools.

AAW Conference

MID-WINTER conference of the Advertising Assn. of the West will be held in Mar Monte Hotel, Santa Barbara, Calif., Jan. 23-25. Gilbert L. Stanton, president, is to preside.

YOU CAN BE **SURE** IF IT'S Westinghouse

How many towers in your array?

William U. Dent can help you in the Pacific Coast area

Your Westinghouse Salesman has at his finger tips complete facilities to help you with your broadcast problems . . . from planning to operation. Mr. W. U. Dent, one of several Westinghouse Sales Engineers, ably assists him throughout the Pacific Coast area, plus Alaska and Hawaii. His 19 years of radio engineering and supervisory experience with Westinghouse make him very well qualified for this work.

The more towers in your array, the more important Q becomes.

You can't afford to lose power in the coils of your branching, phasing and matching networks . . . and you won't, if you use Westinghouse coils because:

1. They are designed and constructed for high Q
2. All current-carrying parts are silver-plated
3. Low loss, glazed ceramic insulator bars are used
4. Positive contact is assured by a coil spring shielded from rf

These coils are made in three types . . . continuously variable, vernier and fixed. They are used in conjunction with other dependable components in stable circuits . . . providing efficient, reliable equipment which is easy to operate.

Ask or write for Bulletin 81-180 which gives you the full details of this and other Westinghouse branching and coupling components.

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02155

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

'America's Best' Video Productions in Operation

"AMERICA'S Best Television Productions Inc., New York," Oct. 27 started shooting on the first of a series of 13 half-hour, open-end musical film productions. Co-stars were Nancy Donovan and Michael O'Duffy. Filming was done at Movietone Studios, New York.

The occasion marked the first filming venture of the new firm, which is headed by J. Louis Geller, former banker and part-owner of Consolidated Theatres, Canada. Ira H. Simmons is vice president and general manager in charge of production. Charles L. O'Reilly, board chairman, is also president of the ABC Vending Corp., New York, and vice president of the Loft Candy Co., Long Island City.

Soviet Shortwave

THE RUSSIAN Embassy in Washington has released a bulletin giving information on additional English-language broadcasts to the U. S. by the Soviet Union. The information was issued, the Embassy said, "in response to inquiries" on Russia's added schedule of late evening broadcasts [BROADCASTING, Oct. 18], now aired "for the convenience of American shortwave listeners."

Production

HOWARD E. JOHNSON has joined NBC Hollywood as production facilities manager for network's television station, KNBH. He will be in charge of all art work for television sets.

RALPH (Kelly) MADDOX, formerly production manager, has been appointed program director of WFAA Dallas.

Mr. Maddox

WILLIAM C. GARTLAND, head of West Coast Division of NBC Recording, is the father of a girl, Susan Frances.

DR. KARL WECKER, managing director of Hollywood Bowl, Nov. 1 started programming and commentary for hour segment of KGFJ Hollywood five-weekly *Musical Digest*. Penny-Owsley Music Co., Los Angeles, sponsors Dr. Wecker's broadcasts.

PETER POTTER, KFWB Hollywood disc m.c., and **BERYL DAVIS,** singer on NBC *Your Hit Parade*, were married Oct. 24.

GENE MORGAN and **JOHN CLOWES** have been named production manager and program traffic manager, respectively, of KCMJ Palm Springs, Calif.

BOB MURPHY, formerly with WJLS Beckley, W. Va., and WOR New York, has joined announcing staff of WGAT Utica, N. Y. **ANDY PETERSEN,** formerly with KGIL San Fernando, and KXLA Pasadena, Calif., has also joined WGAT.

KEN CARPENTER, radio announcer, has been signed by Jerry Fairbanks Productions as narrator for forthcoming "Flying Dancers" film of "Unusual Occupations" series.

SHIRLEY SPORCIC has been appointed program director of KECK Odessa, Tex. She has been associated with KNET Palestine, KLIF and KIXL Dallas, all in Texas. **GORDON GRAY,** former announcer and newscaster at KSIL Silver City, N. M., has joined KECK in same capacity.

GENE HALLIDAY, production manager of KSL Salt Lake City, has been appointed program manager. **EDWARD KIMBALL,** assistant production manager, is now assistant program manager.

MARTHA MARTIN SMITH has been promoted from continuity director to assistant program director of WSNY Schenectady, N. Y.

ANICE IVES, who conducts *Everywoman's Hour* on WFIL Philadelphia, 1:30 p.m. Mondays through Fridays, has been named "Business Woman of the Year" by the Business and Professional Woman's Club of Philadelphia.

BIRDIE SCHMIDT, former member of the Columbia Theatre Co., has been appointed director of women's activities at WVKO Columbus, Ohio. On air she will be known as "Vicki Owen."

JOSEPH LANDIS, former program director, KDYL-TV Salt Lake City, joins KLAC-TV Los Angeles as staff director.

JACK RYE, formerly with KTSM El Paso, Tex., has joined WBAP Fort Worth, as announcer.

Mr. Rye

ART LINKLETTER, m.c. of NBC *People Are Funny*, is the father of a girl, Diane, born Oct. 31.

DON HINE, KTSL (TV) Hollywood film director, and Patricia Curry have announced their engagement.

SHERMAN LOUDERMILK, set designer and painter, has joined KTLA (TV) Hollywood as art director.

ELOISE McELHONE of MBS *Leave It to the Girls* is conducting television quiz show *Mr. and Mrs. Quizz* on KFI-TV Los Angeles.

ROBERT W. SARNOFF has been appointed assistant to **NORMAN BLACKBURN,** NBC-TV national program director. Former account executive in NBC's sales department, Mr. Sarnoff will serve as coordinator of network's sales and video program departments.

MRS. PRISCILLA KENT WILSON, radio writer and member of Eastern Council of the Radio Writers Guild, and Richard Sutro Rothschild were married Oct. 29.

JIM STRONG has joined WKNB New Britain, Conn., as disc jockey.

ZEKE WHITE, formerly with KMPC Hollywood, and KBUC Corona, Calif., has joined announcing staff of KSUE Susanville, Calif.

ART BAILY and his Radio Playboys have joined WTOM Bloomington, Ind., *Barn Dance* program.

DONALD E. PATTON, graduate of NBC Hollywood Radio Institute, has joined KFI Los Angeles, as assistant in production department. **ALLEN F. BUCKLEY,** formerly associated with little theaters, has been made stage manager of KFI-TV.

BOB STOVER, KERN Bakersfield, Calif., announcer, is the father of a boy, Armon Robert.

JOHN MORGAN, former chief announcer and newscaster with Treasure State Network, Butte, Mont., has joined production staff of WMAW Milwaukee, as chief newscaster.

BEN PARK, author and producer of *It's Your Life* (WMAQ Chicago, 11:15-11.30 a.m. CST, S. C. Johnson & Son) is writing a series of weekly columns on health, subject of program. Columns, released by NBC's Central Division publicity department, go to radio editors and the trade press. Mr. Park wrote *Report Uncensored*, prize-winning documentary, last year.

FRANK WORTH, music director of CBS *First Nighter*, is the father of a boy, Christopher.

ALLEN HUNDLEY Jr., formerly with WJBO Baton Rouge, KRUS Ruston, and KPDR Alexandria, all in Louisiana, has joined the research department of MBS New York.

Mr. Hundley

FORREST and MARGARET PERRINS, piano duo, have joined WSB Atlanta, where they will do *Piano Panorama* series.

STAN OZIMEK has joined WKNB New Britain, Conn., where he will emcee morning *Stan Ozimek Show*.

JERRY LEE has been appointed program and production manager of WOAI San Antonio, Tex.

SIG MICKELSON has been appointed production manager and director of public affairs at WCCO Minneapolis.

GEORGE WYLE will handle music for new NBC *Alan Young Show* starting Jan. 11.

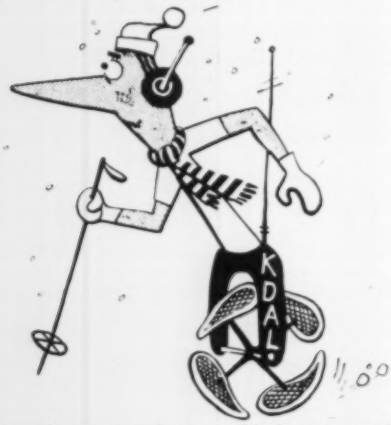
ADELINE HANSON has started half-hour weekly sustaining *Musical Roundtable* on KLAC Hollywood.

ART BAKER, commentator on KFI Los Angeles *Art Baker's Notebook*, has been signed for a feature role in the film "Impact" being produced by Harry Popkin's Cardinal Productions.

RAY GORDON has been appointed program director of KTRE Lufkin, Tex. **ROYCE CHRISTENSON** joins station as promotion manager, Mr. Gordon's former position.

NATURE BOY . . . . .

DULUTH, MINN.—"I'm makin' like Dan'l Boone," whoops Otto Mattick. "There's nothing like a quiet day in the woods to relax from the hustle of the booming Duluth-Superior Metropolitan District." Otto's day may not be so peaceful if he doesn't protect himself with a bit of red . . . but ducking wild bullets should be a cinch for Otto after his shopping experiences in the Duluth-Superior Market. With effective buying income up 27.6% and retail sales soaring 83.2% since 1945, Duluth-Superior residents are on a buying spree such as never before recorded in the area's history. And the guide to buying in the Duluth-Superior Market is KDAL, favorite radio station of a tremendous and loyal listening audience.



Don't miss your chance to cash in on this booming and wealthy market . . . let Avery-Knodel show you why using KDAL will mean more sales for you.

WMCA HITS TABOO
Homosexuality Is Discussed On Sponsored Show

CONTINUING its crusade for the airing of public health issues previously taboo on the airlanes, WMCA New York last Sunday tackled the problem of homosexuality. The forum, *Something Ought to Be Done*, was sponsored by Sachs Quality Stores, New York.

The problem, cause each year for some 3,000 arrests in New York, was discussed by the city's chief magistrate, Edward Bromberger; Dr. Frederick Wertham, prominent psychiatrist; Josiah P. Marvel, chairman, Society of Friends Emergency Service; New York State Sen. MacNeill Mitchell, and Howard Whitman, author of *Let's Tell the Truth About Sex*.

Dr. J. Raymond Walsh was moderator. Producer Harold Schaffel, in an interview later, pointed out that Sachs Quality Stores (William Warren Agency, New York) was extremely liberal in allowing the station to select program subjects. Previous forums have discussed social diseases, racial discrimination and the Kinsey report.

The program was inspired by a letter from a homosexual appealing for help and the "thousands more" faced with the problem.

Immediately following the forum, Dr. Wertham received telephone calls from three persons seeking aid. He arranged for appointments with all of them.

"to hold, as 'twere, the mirror up to nature"

John Kieran ... a man who knows his Hamlet as well as anything else you can name ... would spot that quotation before you could say "Ophelia".

Now Mr. Kieran holds the mirror up to nature in another way. He hasn't been studying everything under the sun these many years for nothing. And just as you'd expect, he's as witty and universal an authority on the bee, the bison and the flying buttress as on Shakespearian tragedy.

His new show: Kieran's Kaleidoscope.

His new medium: Television.

His method: Running commentary on a fascinating series of 52 quarter-hour programs on film ... selected and written by Mr. Kieran and specially produced for the television screen.

His producer: International Tele-Film's Paul F. Moss.

His subject: Nature ... and everything from grub to graphite connected with it.

His audience: The millions of *old* friends Mr. Kieran has made through his writings and radio appearances ... The millions of *new* friends he will make with a top television show aimed at the entire family.

His TV Sponsor: You perhaps?

His market: Exclusive in each area.

Kieran's Kaleidoscope captures permanently on TV film the infinite variety of nature and all its processes.

Kieran's Kaleidoscope records in permanent transcription all the warmth, informality and enormous erudition of its star writer-narrator.

Kieran's Kaleidoscope puts a new light in both moon and meteor ... and more glamor in the common mink in its natural habitat than that animal receives on the back of your favorite movie star.

INTERNATIONAL
TELE-FILM
PRODUCTIONS, INC.

331 Madison Avenue,
New York 17, N.Y.

WHAT?

FROM the N. W. Ayer & Son, New York, house organ comes this short short story composed entirely of radio station call letters: "WOLF-WINK-WAVE-KOOL-KOY-KISS-KOZY-WARM WHAM-WOW!"

Radio Systems in Hotels On Display Nov. 8 to 12

NEW RADIO and sound distribution system designed for hotels will be featured in the RCA display at the 33rd National Hotel Exposition, Nov. 8-12, at Grand Central Palace, New York. Also featured will be the latest electronic equipment for entertainment, administration and public address uses in hotels.

The new radio and sound system for hotels, designed either for revenue or non-revenue operations, embodies up to six program channels. Normally, four of these channels are tuned to the four radio networks, a fifth channel transmits entertainment from the hotel's cocktail lounge or dining room, and the sixth may be used for wired music service or reproduction of recorded material. The system also provides a general and emergency announcement medium for use by the management.

ADVERTISEMENT—

AN OPEN LETTER TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

When Ken Godfrey spoke for the AAAA at the recent FMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertiser wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself you must use exclusive FM stations that have become established in their communities. The use of AM-FM duplicating stations will *never* give you the answer.

Our FM only stations in two of America's greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D. C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

PITTSBURGH FM

Two New Class B's Authorized

TWO NEW Pittsburgh Class B FM stations were authorized in construction permits issued last Wednesday by FCC. The commission also gave regular permits to 11 conditional grantees and approved a new non-commercial FM station for Los Angeles.

Twenty-one authorized commercial FM stations and two non-commercial outlets meanwhile received new permits "in lieu of previous conditions," mostly for changes in power.

The Pittsburgh grants went to Matta Broadcasting Co., licensee of WLOA Braddock, and to Pittsburgh Broadcasting Co., licensee of WPGH Pittsburgh.

The WLOA grant was for Channel 245 (96.9 mc) with 20 kw and 500-foot antenna height, above average terrain, and was conditioned on subsequent approval of plans for modification of the AM tower to accommodate the FM antenna at an overall height of 307 feet above ground.

The WPGH authorization was for Channel 273 (102.5 mc) with 22 kw and 490-foot antenna height, also subject to approval of changes in the AM tower to accommodate the FM antenna, and to the filing of "adequate information as to details of construction and operation during construction."

The non-commercial new-station grant went to Los Angeles County Superintendent of Schools, for Channel 206 (89.1 mc) with 1.5 kw and antenna height of 2,920 feet.

Conditionally authorized stations for which regular construction permits were issued:

KRCC Richmond, Calif.—Class B; Channel 283 (104.5 mc); 9.4 kw; 500 ft.

KMAR Bakersfield, Calif.—Class B; No. 223 (92.5 mc); 4 kw; 420 ft.

KREC Redlands, Calif.—Class A; No. 280 (103.9 mc) 370 w; minus 300 feet.

KWEI-FM Weiser, Ida.—Class A; No. 265 (100.9 mc); 1 kw; minus 80 feet. (Grant subject to filing and approval of application to modify radiator of KWEI by the addition of the FM antenna.)

WADW-FM New Orleans—Class B; No. 298 (107.5 mc); 5 kw; 220 feet.

KOIL-FM Omaha—Class B; No. 281 (104.1 mc); 13.5 kw; 300 feet. (Grant subject to applicant's "taking the necessary precautions during construction to insure protection to co-channel AM stations, and to sufficient proof upon completion to indicate that AM operation of KOIL conforms with last CP issued.")

WLDM Detroit — Class B; No. 238 (95.5 mc); 20 kw; 430 feet.

WATC Morristown, N. J.—Class A; No. 288 (105.5 mc); 750 w; 230 ft.

WCHA-FM Chambersburg, Pa.—Class A; No. 240 (95.9 mc); 700 w; 240 feet. (Grant subject to applicant requesting and obtaining authority to operate WCHA by the indirect method of determining power output during construction, and submitting new antenna resistance measurements when completed.)

WHWL-FM Scranton, Pa.—Class B; No. 241 (96.1 mc); 4.2 kw; 885 feet.

WSAZ-FM Huntington, W. Va.—Class B; No. 233 (94.5 mc); 51 kw; 455 feet. (Grant subject to filing of sufficient proof of performance to indicate that the directional pattern of WSAZ remains substantially unchanged as a result of the FM antenna structure.)

The following received construction permits "in lieu of previous conditions":

WMMW-FM Meriden, Conn.—Change antenna height above average terrain to 750 feet, change type of transmitter and make changes in antenna system.

KFI-FM Los Angeles—Change power from 265 to 287 kw.

WILM-FM Wilmington, Del.—Change antenna height from 500 to 440 feet.

WCON-FM Atlanta — Change power from 20 to 54 kw.

WIBC-FM Indianapolis — Change power from 20 to 14 kw.

WAAF-FM Chicago—Change power from 12.5 to 15 kw and antenna from 600 to 560 feet.

KRMD-FM Shreveport, La.—Change power from 23 to 11 kw and antenna from 260 to 250 feet.

WACE-FM Chicopee, Mass.—Change power from 3 to 3.2 kw and antenna from 965 to 970 feet.

WSAR-FM Fall River, Mass.—Change antenna from 500 to 460 feet.

WHFM Rochester, N. Y.—Change antenna system.

WCBT-FM Roanoke Rapids, N. C.—Change power from 10 to 16 kw and antenna from 390 to 330 feet.

WKNE-FM Keene, N. H.—Change power from 6.7 to 7.2 kw and antenna from 740 to 730 feet.

WMAN-FM Mansfield, Ohio—Change power from 10.4 to 10.5 kw.

WING-FM Dayton — Change power from 19.5 to 19 kw and antenna from 500 to 520 ft.

WESB-FM Bradford, Pa. — Change power from 2.8 to 10 kw and antenna from 550 to 540 feet.

WISL-FM Shamokin, Pa. — Change power from 5.5 to 4.8 kw and antenna from 800 to 850 feet.

WPLO Memphis—Change power from 186 to 27 kw and antenna from 530 to 380 feet.

KSL-FM Salt Lake City—Class B; Channel 262 (100.3 mc); 5.9 kw; minus 390 feet.

KTNT Tacoma, Wash.—Change power from 8.2 to 10 kw.

WJLS-FM Beckley, W. Va.—Change power from 31.7 to 34 kw, and antenna from 935 to 1,050 feet.

WEAU-FM Eau Claire, Wis.—Change power from 50 to 60 kw, and antenna from 370 to 360 feet.

Non-commercial stations receiving grants for changes were WSOU (FM) South Orange, N. J., to change from 1 to 2 kw, and WOI-FM Ames, Iowa, to change from Channel 217 to Channel 211 (90.1 mc), to increase power from 8.3 to 15.5 kw, and to change antenna height from 520 to 530 feet.

CAPITOL CONTRACTS WITH ENGLISH DECCA

CAPITOL Records, Hollywood, made its third dip into the international field last week with the signing of a long-term contract with English Decca.

Contract, according to Glenn E. Wallichs, Capitol president, calls for manufacture and distribution of Capitol records throughout the British Isles and Africa. First shipment of records was made last week to England.

Previous contracts have been made by record company with German Telefunken recording firm [BROADCASTING Oct. 25] and Mexican Articulos Domesticos and Pan American De Discos. Contracts call for reciprocal transfer of records between the companies.

Richard Jencks Joins NAB Staff as Attorney

RICHARD W. JENCKS, of San Francisco, last week joined the NAB headquarters staff as an attorney in the office of General Counsel Don Petty. He replaces Bryce Rea Jr., who left NAB in September to join the law school faculty at Mercer U., Macon, Ga.

Mr. Jencks recently received his LL.B. at Stanford U. School of Law. He is a native of Oakland, where he received his early education. In 1938 he entered U. of California; entering the Navy in 1941 as a reserve midshipman, and leaving in 1945 as comander of a small naval vessel.

Wylie Fund Mounts

SIXTY-FOUR members of Chicago's Radio Management Club have contributed $892 to the Margaret Wylie Memorial Fund, honoring the J. Walter Thompson Co. timebuyer who died three weeks ago. President William A. McGuineas, in announcing the collection at last Wednesday's meeting, explained that the money will establish a scholarship at some Chicago-area college. Harlow P. Roberts, vice president and general manager of Goodkind, Joice & Morgan, is planning details of the student award.

BEN HARROVER has joined WBAP Fort Worth, Tex., as newscaster. He also does news commentary on WBAP-TV.

URGENT

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1949 BROADCASTING YEARBOOK

The Newsweekly of Radio and Television

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Westinghouse Firm In Capital Enlarged

Legal, Engineering Services Are Transferred by Evans

EXPANDED operations have been set up in Washington by Westinghouse Radio Stations Inc., with legal and engineering services included in greatly enlarged quarters in the Commonwealth Bldg., 1625 K St. NW. National headquarters of the Westinghouse station group remain in Philadelphia, according to WRS President Walter Evans.

The project is designed to meet increasing government contact activities, licensing, patent and research demands involved in the operation of the WRS AM, FM, TV and international shortwave operations as well as Stratovision.

Ralph N. Harmon, chief engineer of the former Industrial Electronics Division, has been appointed engineering manager of Westinghouse stations, with headquarters in Washington. The engineering department will augment its Commonwealth Bldg. headquarters with an outside laboratory for installation studies, equipment research and other experimental work.

With Mr. Harmon will be a staff of engineers, including George Hagerty and D. A. Myer. The office will handle all headquarters engineering work formerly located in Philadelphia. John W. Steen, head of the legal office, now headquarters in Washington instead of Baltimore. F. P. Nelson, who has been Washington representative of Westinghouse stations since early 1946, will continue in that position.

Sales and Advertising Experts to Attend AMC

EIGHT advertising and sales specialists were invited last week by the American Music Conference to participate in panel discussions at the group's Chicago and New York sales workshop meetings Dec. 1 and 8.

Chicago discussion on sales and advertising, scheduled for the LaSalle Hotel, will include Harry Schwartz, general advertising manager of C. G. Conn Ltd.; Robert Keyworth, sales manager of Kay Musical Instrument Co., and F. Strother Cary, account executive at Leo Burnett Agency, which handles the Rudolph Wurlitzer Co. account.

RMA Tube Sales Up

SALES of radio receiving tubes in September totaled 18,444,588, an increase of 1.7 million over August and over 2 million above September 1947, according to Radio Mfrs. Assn. RMA member company September sales consisted of 12,742,548 tubes for new sets, 5,119,865 for replacements; 554,662 for export; 27,513 for government agencies. Tube sales for the first nine months of 1948 totaled 144,809,972.

FIRST 15 PROGRAM HOOPERS—Oct. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell*	219	Andrew Jergens (Orr)	23.1	20.3	+2.8	6
Radio Theatre	153	Lever Bros. (JWT)	22.5	22.0	+0.5	5
McGee & Molly	144	S. C. Johnson & Son (NL&B)	22.0	22.9	—0.9	3
Jack Benny*	163	American Tobacco (BBDO)	21.9	20.0	+1.9	7
Bob Hope	151	Lever Bros. (Y&R)	21.1	23.2	—2.1	1
My Friend Irma	149	Pepsodent Div.-Lever Bros. (FC&B)	18.2	15.7	+2.5	14
Duffy's Tavern	160	Bristol-Myers (Y&R)	17.6	14.0	+3.6	17
Godfrey's Talent Scouts	149	Lipton Div.-Lever Bros. (Y&R)	17.2	13.9	+3.3	19
Fred Allen	163	Ford Dealers (JWT)	16.9	23.2	—6.3	2
Phil Harris-Alice Faye	163	Rexall Drug (BBDO)	15.8	18.0	—2.2	11
Crime Photographer	163	Toni Div.-Gillette (FC&B)	15.6	10.5	+5.1	42
Bob Hawk	159	R. J. Reynolds (Esty)	15.2	12.2	+3.0	27
Mr. District Attorney	160	Bristol-Myers (DC&S)	14.8	17.3	—2.5	12
Charlie McCarthy	149	Standard Brands (JWT)	14.7	22.1	—7.4	4
People Are Funny	161	B & W Tobacco (Seeds)	14.5	13.2	+1.3	22
Burns & Allen	145	General Foods (B&B)	14.5	15.9	—1.4	13

* Includes second broadcast.

KKIN, WSLN

FCC Approves Sale, KSPA Realignment

SALES of KKIN Visalia, Calif. and WSLN Fort Lauderdale, Fla., and a realignment of the ownership of KSPA Santa Paula, Calif., were approved by FCC last Wednesday.

In the KKIN case General Manager Lyman Treaster and Sales Manager Albert F. Blain, a partnership, acquire 51% from D. O. Kinnie for $25,000 [BROADCASTING, Aug. 16]. KKIN, established in 1946, is on 1400 kc with 250 w.

The construction permit for WSLN (1580 kc, 250 w, daytime) is assigned from Southland Broadcasting Corp. to George D. Gartland, Pennsylvania theatre operator and minority stockholder of WARD Johnstown and WVAM Altoona, Pa. [BROADCASTING, Aug. 16]. Consideration: $5,507, representing expenses in the station to date.

Sellers (25% each) are Joseph W. Yates, funeral home operator; Claude C. and Ollie H. Tillman, Fort Pierce businessmen; and Robert Wadson, minority stockholder of WLOW Norfolk, Va.

The permit for KSPA (1400 kc, 250 w) is assigned by Town Talk Broadcasting Co. to a new corporation, Ventura County Radio Center. The three Town Talk owners will also control Ventura County but will be joined by two new stockholders.

Robert W. Lemond and F. Clinton Jones, who had 40% each in Town Talk, will have 23.1 and 29.4%, respectively, in Ventura County. Clarence Fisher, who had 20%, will have 7.8%. New stockholders are Montague Everitt, farm director, 22.1%, and J. Mayo Argabrite Jr., an agency man, 17.6%.

Of 3,400 shares of stock ($10 par) which the company is issuing, 1,250 ($12,500) go to the three original owners as consideration, plus 150 ($1,500) for services rendered; 1,650 ($16,500) are issued to cancel liabilities assumed by the assignee, and 350 ($3,500) will be offered for sale, FCC authorities reported.

KLTI and FM Affiliate Under Way at Longview

KLTI and KLTI-FM Longview, Tex., took the air Oct. 27 in dedicatory ceremonies on the LeTourneau Technical Institute campus. The stations are owned by R. G. LeTourneau, who also operates WRLC Toccoa, Ga.

KLTI is a 1 kw daytimer on 1280 kc. Its FM affiliate is on Channel 290 (105.9 mc).

Assisting Mr. LeTourneau in operating the stations are: Lawrence Birdsong Jr., commercial manager; Richard Darby, program director, and Ken Maxwell, chief engineer, all experienced in radio.

Electronics Group Sees Big Screen TV

A LARGE-SCREEN television demonstration by an RCA engineer and an address detailing how AT&T eventually will span the nation with TV coaxial cables highlighted the fourth annual convention of the National Electronics Conference last week-end in Chicago.

The three-day session beginning Thursday at the Edgewater Beach Hotel attracted nearly 3,000 educators, engineers, designers, executives and research workers in electronics enterprises from all parts of the country.

R. V. Little Jr. of RCA told of plans to introduce video into motion picture theatres. Movies of some of the 52 exhibits taken during early sessions of the conference by the newsreel cameramen of WGN-TV Chicago were projected on a large screen.

AT&T was represented by M. E. Strieby, vice president, who delved into the technique of coaxial cable and microwave transmission.

Papers were read at the technical sessions on new materials, tube development, sound measurement, communications, computers, magnetic amplifiers and antennas.

The conference was sponsored by AIEE and IRE in collaboration with the Illinois Institute of Technology, Northwestern U. and U. of Illinois.

Going Higher Every Year!

The last three Hooper Station Listening Index surveys made in Roanoke show an increasing *preference* for WDBJ, the Pioneer radio station in this wealthy market. Here are the daily average-share-of-audience figures:

1947 (Winter) 50.1%—1947 (Summer) 53.3% — 1948 (Winter) 54.2%

Ask FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

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". . . fills the need for fast, accurate and reliable information on important phases of broadcasting. It's a must book in our office library."

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RESERVE SPACE NOW
Deadline
December 1st

PHILCO SALES

Hit New High With 23% Gain

PHILCO CORP.'s sales in the first nine months of 1948 set a new high record of $194,156,000—$36,947,000 more than the $157,209,000 of last year. The new figure is a 23% gain.

Although the sales figures represent all phases of Philco operations, including refrigerators, radio unit volume ran ahead of last year. Television sales were building toward a jackpot. An even bigger fourth quarter was predicted.

Stockholders were told by William Balderston, president, that earnings, after appropriations of $2,100,000 for inventory reserve and $586,000 for a research reserve, amounted to $6,631,000. After payment of preferred dividends, the 1,502,462 common shares outstanding would each be entitled to $4.23 dividend.

In the corresponding period last year, earnings after appropriations of $1,500,000 for an inventory reserve and $596,000 for a research reserve, were $5,632,000, equivalent after preferred dividends to $3.90 per common share on the 1,372,143 shares outstanding.

Third Quarter

Analysis of the figures shows that the third quarter topped all sales in the company's history. In the three-month period, $69,539,000 of Philco products were sold—41% more than the $49,267,000 sales in the third quarter of 1947.

Earnings in the third quarter of 1947, after appropriations, were $2,416,000, equivalent after preferred dividends to $1.55 per common share on the 1,502,462 shares now outstanding. In the corresponding period last year, earnings after appropriations were $1,597,000, equivalent after preferred dividends to $1.10 per common share on the 1,372,143 shares then outstanding.

Said Mr. Balderston:

"New production and sales records were established in the third quarter and first nine months of 1948. Our radio unit volume continued to run ahead of last year, in the face of a general industry decline.

TV Production

Television unit production has steadily increased and so far in 1948 is 360% ahead of last year. Television is the fastest-growing industry in the history of America, and Philco's leading position in this field affords great opportunities for further growth in the years just ahead. . . .

"Present indications are that our volume of business in the fourth quarter, which is usually the largest of the year, will run well ahead of that in the third quarter and reach new high goals."

* * *

Operating Results for first nine months of 1948 and 1947:

	Nine Months 1948	Nine Months 1947
Sales	$194,156,000	$157,209,000
Earnings before taxes	16,368,000	13,006,000
Taxes	7,051,000	6,076,000
Net non recurring income	----------	798,000
Earnings, before appropriations	9,317,000	7,728,000
Approp. to research reserve	586,000	596,000
Approp. to inventory reserve	2,100,000	1,500,000
Earnings balance after approp.	6,631,000	5,632,000
Preferred dividend requirements	281,250	281,250
Earnings balance per common share	$4.23	$3.90
Common shares outstanding	1,502,462	1,372,143

Operating Results third quarter, 1948, and comparison with second quarter of 1948 and third quarter of 1947:

	Third Quarter 1948	Second Quarter 1948	Third Quarter 1947
Sales	$69,539,000	$65,956,000	$49,267,000
Earnings before taxes	5,559,000	5,937,000	3,480,000
Taxes	2,433,000	2,490,000	1,663,000
Earnings before approp.	3,126,000	3,447,000	1,817,000
Approp. to research reserve	210,000	191,000	220,000
Approp. to inventory reserve	500,000	1,000,000	----------
Earnings balance after approp.	2,416,000	2,256,000	1,597,000
Preferred dividend requirements	93,750	93,750	93,750
Earnings balance per common share	$1.55	$1.44	$1.10
Common shares outstanding	1,502,462	1,502,462	1,372,143

FCC REVOKES P. R. STATION'S LICENSE

THE LICENSE of WIBS Santurce, P. R., was revoked last Wednesday by order of the FCC. Concealment of "material facts relative to the ownership and financial status" of the station and "affirmative misrepresentation of fact to the Commission" were charged by FCC.

Jose E. del Valle received a permit for WIBS (740 kc, 10 kw, directional) on March 20, 1947, and the license was issued in January of this year. During a hearing on the original application and in applications for the construction permit and license, the Commission stated, Mr. del Valle claimed sole ownership and said he would operate and control the station himself.

The order charges that at no time since commencement of construction has Mr. del Valle had sole control of the station's funds. It further claims that Adolfo Garcia Veve, Providencia Llobet and Antonio Sojo, associated with Mr. del Valle in an application for consent to assignment of the WIBS license, have financed the station to the extent of $124,000 in funds and over $8,000 in notes.

Although the books of the station have been adjusted to show their interest, the order states, affirmative misrepresentation of the financial status of the station has been made to the Commission by Mr. del Valle.

Mr. del Valle was given 15 days to request a hearing on the revocation order, which will then be suspended until the case is heard and decided.

Adolfo Garcia Veve, an attorney, is the father-in-law of Mr. del Valle. Mr. Llobet is a farm owner and Mr. Sojo is identified in FCC records as an "individual operator."

In an application filed last March, FCC was asked to approve assignment of the station's license from Mr. del Valle to Radio Station WIBS Inc., of which Mr. del Valle would have 1,993 out of 2,000 shares of stock, Mr. Veve would have 1 share, and Messrs. Llobet and Sojo would have 3 each. Mr. del Valle would receive $198,000 in stock in return for transferring the station to the new corporation. This application is still pending.

This is A WHEAT SHOCK

Rarely seen in present-day High Plains farming, but the fore-runner of contemporary large scale wheat farming, the wheat shock is a symbol of the great wealth and buying power of the Kansas, Nebraska, and Colorado farming regions . . . just as K-TRIPLE-X is the symbol of complete coverage for this rich potenital, with one purchase!!

KXXX Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

AVERAGE PER STATION INCOME 1947

Category of station	All stations		Nation-wide network outlets		Independent stations	
	Income	% Increase or (decrease) from 1946	Income	% Increase or (decrease) from 1946	Income	% Increase or (decrease) from 1946
Clear channel 50 kw unl.	$367,511 (41)	(7.20)	$367,511 (41)	(7.20)	.....	....
Clear channel 50 kw parttime	271,014 (3)	22.22	271,014 (3)	22.22	.....	....
Clear channel 5 kw to 20 kw unl.	83,819 (26)	18.20	79,303 (19)	(9.54)	$96,077 (7)	277.6
Regional unl.	92,577 (274)	(6.50)	98,009 (245)	(6.96)	46,688 (29)	2.49
Regional parttime	29,701 (48)	(3.72)	37,797 (19)	6.24	24,397 (29)	(12.09)
Local unl.	23,705 (408)	(11.09)	24,107 (360)	(12.80)	20,696 (48)	7.33
Local day & parttime	18,877 (12)	26.83	.....	....	18,877 (12)	26.83
All stations average	67,426 (812)	(6.27)	73,888 (687)	(7.71)	31,913 (125)	17.00

Figures in parentheses below dollar averages show number of stations in sample.

Radio's Net

(Continued from page 25)

war competition, while local and spot sales have jumped considerably. Only regional revenues have suffered some decline. Overall, the industry caught up on its downward income trends, halting any further percentage decline in 1947, and gaining somewhat over 1946's 8.5% decline in income.

High Costs

Mounting costs in every department, however, were the gremlins that plagued the industry from start to finish.

Expenses increased among all classes of stations. Local station expenses increased 12-13% among different categories, and clear channel 5-20 kw unlimited stations showed an 11-12% increase in expenditures.

Network expenditures, including owned and operated stations, were far below the average for all other stations. The networks spent only 2.67% more in 1947 than in 1946, while all other stations averaged 26.9% greater expenditures in 1947. As a result of this attentive budgeting, networks and their owned and operated stations increased income by 1.19% while all other outlets averaged an 8.58% decline from 1946.

Average station revenue for all classes of stations increased 5.1%. In 1947 the figure was $278,181 per station and in 1946—$264,694. Average income, however, declined 6.27% from $71,938 in 1946 to $67,426 in 1948.

Nation-wide network affiliates showed a 4.47% increase in revenues and 7.71% decrease in income. Independents showed a 9.62% increase in revenues, and a 17% increase in income, leading the other two categories by a wide margin.

In these groupings, expenditures increased from 8.5% to 9.5%.

A preliminary FCC report [BROADCASTING, March 15] showed an increase in radio's net time sales of only 5.6%, whereas the actual increase was 12.8% according to the final accounting.

The 558 reporting regional stations accounted for $124.5 million of broadcast revenues, and $26.3 million of income. The 806 local stations followed with $72.1 million in revenues and $10.6 million income. The 89 clear channel stations grossed $74.5 million in revenues and cleared $18.6 million income before taxes.

Class Breakdown

Further breakdowns by class of station show that only clear channel stations (parttime and unlimited) of less than 50 kw, and local day and parttime stations showed a percentage increase in average incomes for 1947 over 1946. All other classes of stations showed a decline.

Regional parttime independent stations showed a 12.09% decline; clear channel 50 kw stations showed a 7.2% decline, and regional unlimited stations showed a 6.5% decline in income.

Station revenues totalled $271,043,621, while broadcast expenditures of all stations was $215,492,369. Income for all 1,453 stations was $55,551,252. (See Table C.)

Clear channel 50 kw unlimited stations had revenues of $54,975,431; regional unlimited showed $106,504,826; and local unlimited $68,308,565. Income for these classes of stations was $15.3 million; $2.2 million; and $.9 million, respectively.

CBC Board of Governors Rules No Immediate TV

CANADIAN Broadcasting Corp. Board of Governors, Wednesday, Nov. 3, ruled that Canada would have no television in the immediate future. Decision followed a hearing of four Toronto and two Montreal applications.

CBC offered the following reasons for the freeze; (1) FCC freeze; (2) to protect public from buying receivers which may become obsolete; (3) lack of money for CBC television development; (4) lack of suitable programming plans by applicants, except motion picture interests, which independent Canadian broadcasters opposed because of American capital involved, and (5) necessity of establishing television networks.

Hotel TV Stock

HOTELEVISION Inc., Long Island, N. Y., which places TV instruments in hotels and other buildings, plans to offer publicly 160,000 shares of Class A stock at $3 per share to expand its business. Company utilizes multiple screen device to bring original program into hotels. It then moves programs from central location to individual rooms, according to registration statement filed with Securities & Exchange Commission. Installations have been made in New York and Cleveland, with additional ones being made for other hotels in New York and Chicago.

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What Next?

(Continued from page 21)

him to devote his major energies to the safety services which he would head as chairman.

Original Plan

Under the original plan, each division would have its permanent chairman who would devote his major energies to that operation. Other commissioners would serve on two divisions and the chairman would serve on all divisions as well as chief executive officer of the Commission.

Another move which might have been in the direction of FCC reorganization also appears to have gone aglimmering by virtue of the Truman "miracle." There were indications that the Hoover Commission for reorganization of the government establishment would recommend creation of a Dept. of Transportation and Communications.

Created Under GOP

While this commission, which will submit its report next January to Congress, was bipartisan, it nevertheless was created under GOP auspices. Consequently, it is thought that if such a recommendation is forthcoming, it would not be accorded right of way unless Mr. Truman himself endorses it.

Generally it is felt that radio regulation will continue under a somewhat modified New Deal philosophy. Mr. Coy is disposed to favor new legislation.

Walter Winchell (l) and Elmer Davis relay late returns for ABC at the height of Tuesday night's activities.

A fortnight ago, in addressing the North Carolina Broadcasters Assn., he cited the possible need for a new "national policy" for radio, pointing out that the Communications Act of 1934 needs redefinition in the light of "dynamic development" in the 14 years since enactment of the statute.

While the new chairman-elect of the Senate commerce committee, "Big Ed" Johnson, is well-known to broadcasters, his lower house counterpart, Rep. Crosser, is a newcomer in so far as radio is concerned. Mr. Crosser is described by colleagues as a conservative but a labor-minded one. He has had the unqualified support of the 21 standard brotherhoods among the railroad labor unions since he was first elected to Congress in 1912.

Mr. Crosser, who suffers from arthritis, is a familiar sight around Congress in his wheelchair. Committee attaches nevertheless believe that his health will permit him to accept the rigors of the chairmanship.

As a result of the elections, there will be seven vacancies on the House commerce committee. Five were created by Republican defeats and two by Democratic losses. Missing from the Republican side are Marion T. Bennett, Mo.; Edward J. Elsaesser, New York; William J. Miller, Conn.; Henderson H. Carson, Ohio, and Fred E. Busbey, Ill.

Democrats lost to the committee are Clarence F. Lea of California, former chairman, who did not run for re-election. Virgil Chapman of Kentucky was elected to the Senate and Richard F. Harless dropped out to run futilely for Governor of Arizona. The minority leader of the committee will be former Chairman Chas. A. Wolverton of New Jersey.

There are four vacancies on the Senate commerce committee—three Republican and one Democratic. Former Chairman Wallace H. White Jr. of Maine, co-author of the Communications Act, voluntarily retired. E. H. Moore of Oklahoma did not run and Albert W. Hawkes, of New Jersey, well-known industrialist, was defeated in the primaries. So was the Tennessee Democrat Tom Stewart.

By virtue of the shift in power balance in the Senate, two of the vacancies will be filled by Democrats and two by Republicans.

Sen. John W. Bricker (R-Ohio) is believed interested in an assignment to this important committee. Unless Senators with seniority seek a place on the committee, it is expected that Estes Kefauver (D-Tenn.) who moves over from the House, would be interested in one of the assignments.

The "big three" on the Senate committee will continue to be Chairman Johnson, ranking Republicant Chas. W. Tobey (who served as acting chairman last session) and Arizona Democrat Ernest W. McFarland. They were most active in radio affairs last session.

Sens. Homer Capehart (R-Ind.) the former radio manufacturer, and Warren G. Magnuson (D-Wash.) also have asserted more than cursory interest in radio regulation.

All things considered, it is felt that the makeup of the Senate committee is more conducive to writing of new radio legislation than at any time in recent years.

Sen. Johnson was co-author of the White-Johnson Bill, introduced at the tag end of the last session, which was strongly opposed by the NAB and other radio interests because of Section 326—dealing with censorship, which would not limit the Commission in considering program performance of stations at license renewal.

Shortly after the new session gets under way in January, it would not be surprising to see a request emanate from the Senate committee for recommendations for new legislation. The FCC as well as industry entities probably would be invited to submit briefs and perhaps to testify at subsequent hearings. In the past, the FCC has made what have amounted to routine annual reports to Congress, usually avoiding controversial aspects.

Crow Fricassee

THE WASHINGTON POST's now famous telegram to President Harry S. Truman inviting him to a banquet at which all but HST would eat crow, was aired last Thursday night on MBS' *Mutual Newsreel* by Phillip Graham, publisher of the *Post*, which controls WTOP Washington. He also read a letter of acceptance to the banquet from Dr. Gallup.

Dean of commentators, H. V. Kaltenborn, at NBC election coverage headquarters.

KGO-TV GIVES VIDEO PREVIEW IN OAKLAND

ALL STORE traffic records were broken at the Jackson Furniture Co., Oakland, Calif., Oct. 14-21 as 25,000 persons watched KGO-TV San Francisco's experimental TV demonstration.

Forty television receivers were set up in a main floor "Television Theatre" and elsewhere in the store, according to Gayle V. Grubb, KGO-TV general manager. Two TV cameras, one on the main floor and the other on the third floor, where a stage had been built, were in operation daily, 11 a.m.-1 p.m. and 2-4 p.m., and on the opening and closing days of the demonstration from 6:30 to 8:30 p.m. Live talent was used.

KGO-TV is slated to take the air early in 1949 on Channel 7 (174-180 mc).

WKLO Names Blair

JOHN BLAIR & Co., New York and Chicago, has been appointed exclusive national representative of WKLO, Mid-America Broadcasting Corp., Louisville, Ky. Joe Eaton, general manager, in making the announcement last week, said the station expects to take the air within two weeks on 1080 kc, with 5 kw day, 1 kw night.

★

By every measurement
WTIC
dominates the prosperous
Southern New England
Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

Congress

(Continued from page 22)

Cabinet posts are Secretary of the Army Royall, principal stockholder in WGBR Goldsboro, N. C., and Assistant Army Secretary Gordon Gray, president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C.

Charles Sawyer, Cincinnati businessman, gained the distinction of rising higher in government than anyone affiliated with radio, when appointed Secretary of Commerce last April 21. He has been a close friend of the President.

Mr. Sawyer, formerly vice president and general counsel of Crosley Corp., is president of Radio Voice of Springfield, licensee of WIZE Springfield, Ohio, and Great Trails Broadcasting Corp., licensee of WING Dayton. He also owns controlling interest in the *Lancaster* (Ohio) *Eagle-Gazette*. His radio interests presently are managed by his son-in-law, J. P. Williams.

Re-election was won by Rep. Macy, who is said to hold an interest in WFAS White Plains, N. Y. His brother, Valentine E. Macy, Jr. is president of West Chester Broadcasting Corp., licensee of WFAS.

A Republican who scored in Iowa was H. R. Gross. Mr. Gross, elected to the House, was a former news editor of WHO Des Moines, KXEL Waterloo and WISH Indianapolis. He ran unsuccessfully for Governor of Iowa several years ago.

Mr. Krum was defeated by the Democratic incumbent, Rep. Howard Smith, in the race for one of Virginia's seats in the House.

Mr. Acuff lost a bid in Tennessee for Governor.

Commentator H. V. Kaltenborn's son, Rolf, was one of the Republicans who lost in Florida. The younger Kaltenborn, sponsor of a subscription radio plan, had his sights set on the Sixth District seat in the House.

One of the sternest taskmasters of the FCC, Rep. R. B. Wigglesworth (R-Mass.), who had been a member of the Independent Offices Subcommittee on Appropriations, will return to the Washington scene.

Rep. Sam Rayburn (D-Tex.) is slated to move from his minority leader post back to the Speaker of the House rostrum.

The health of Sen. Kenneth D. McKellar (D-Tenn.) may prevent him from taking the President *pro tempore* gavel in the Senate, now being swung by Sen. Arthur H. Vandenburg (R-Mich.). Sen Walter George (D-Ga.) would probably then get the job.

Lucas Position

An active New Dealer, Sen. Scott W. Lucas of Illinois, now Minority Whip, is to be named nominal Majority Leader of the Senate. Rep. John W. McCormack (D-Mass.), now Minority Whip of the House, is expected to take back his post as Majority Leader, displacing Rep. Charles A. Halleck (R-Ind.), who was reelected and may become the Minority Whip.

Watching election coverage at CBS headquarters (l to r) are: B. B. Geyer, president, Geyer Newell & Ganger; Frank Stanton, CBS president, and James Watson, eastern regional manager, Nash Motors, sponsor of the CBS coverage.

Crosser

(Continued from page 24)

came a member of the Fourth Constitutional Convention and was elected as a Democrat for Ohio at large to the 63rd Congress.

Rep. Crosser was chairman of the Initiative and Referendum Committee of the Fourth Constitutional Convention of Ohio, and is the author of the Initiative and Referendum Section of Ohio's Constitution.

Railroad Lawmaker

Much better known in the railroad industry than he is to radiodom, Congressman Crosser is proud of his authorship of the Federal Railroad Retirement Law. He is also author of the Railroad Unemployment Insurance law and the present Railway Labor Act.

Hearings of the Commerce Committee have always been given rapt and faithful attention by Rep. Crosser. Due to arthritis he must rely on his wheelchair to carry him to the many legislative chambers he must visit.

A member of the Democratic Steering Committee of the House since its inception, Rep. Crosser was its chairman during the first Congressional term of its existence and also during the 78th Congress.

Congressman Crosser is a member of the Phi Delta Phi law fraternity, the Cleveland City Club and president of the National Popular Government League.

John Derr (r), CBS, talks with Charles W. Thayer, chief, International Broadcasting Division, "Voice of America." CBS provided news for "Voice" election coverage.

Johnson

(Continued from page 24)

membership in the Order of Railroad Telegraphers. Convinced that the ruling was unjust, he became active in secretly organizing the ORT. One of his proudest possessions today is his paid-up ORT card.

Since his early schooling had been neglected, he began going to school during the day and working on the railroad by night. It proved too much for even a healthy, athletic country boy and he developed tuberculosis.

A year of sunshine at Colorado Springs put him on the road to recovery but his doctors warned him to shy from railroad work.

To resist the temptation he began ranching with his young bride in the northwestern corner of Colorado, 100 miles from the nearest railroad.

Organized Farm Co-op

When the farmers needed a man to run their grain elevator and organize a Farmers' Cooperative they called on Edwin Johnson. He handled the job for ten years.

In 1922 the voters put him in the Colorado legislature and then reelected him for four more terms. Later he became the state's lieutenant governor.

He credits his platform of "improved highways" for his election as Governor of Colorado in 1932. Reelected for a second term as Governor he put through a $50 million highway project.

At the end of his second term as Governor in 1936, Edwin Johnson was elected as one of Colorado's U. S. Senators, with what is described as the largest plurality ever accorded a candidate for any office by the State of Colorado.

Sen. Johnson was reelected for another Senate term in 1942 and in January will start serving his third term.

The Johnsons have two married daughters. The Senator is twice a grandfather.

Army Salutes Fort Bliss In Centennial NBC Show

RADIO'S role as one of the "new wonders" in the changing picture of progress was cited by Secretary of the Army Kenneth C. Royall in an Army salute to Fort Bliss, Texas, which celebrated its 100th anniversary last week. The address was prepared for delivery on NBC's Centennial broadcast yesterday (Sunday) from 11:30 to 11:45 p.m. (EST).

Mr. Royall recalled a general order issued by the Army on Nov. 7, 1848, which took ten months to carry out. "Today," he said, "with distances obliterated by our new wonders of communication and transportation . . . with the use of ever better wireless communications, an order from Washington can reach the Mexico border . . . with the speed of light."

YOUR NEW
CHEVROLET or BUICK
STARTS HERE!
600KC
FLINT — WORLD'S SECOND AUTOMOBILE CITY
NOW EAST CENTRAL MICHIGAN HAS PRIMARY NBC COVERAGE
600 KC
CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184
WTAC
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

Harness

(Continued from page 24)

machine, it will be doing more than racing its engine.

But, the possibility of further hearings to supplement those held on the Scott and Port Huron decisions of the FCC, still looms.

Bow Returns

Frank T. Bow, general counsel of the committee, and his two investigators, Thomas Simpson and Oscar Hume, returned last week from Puerto Rico, where they conducted an overall investigation of radio operations, including FCC's commercial grant to WIPR, government owned and operated insular outlet [BROADCASTING, Nov. 1].

Rep. Harness was expected to return to Washington soon, possibly late last week or early this week, for conferences with his staff.

Mr. Bow has prepared a detailed report for submission to Chairman Harness. There is a strong likelihood, observers say, that it may contain recommendations for public hearings in Puerto Rico. Other revelations on island communications are also expected to be incorporated in the report.

Much of the testimony given the investigators while they were in Puerto Rico, was offered in private and on the strength of the anticipated Dewey victory. This, it is believed, will be a big factor weighed by the committee in deciding on the advisability of island hearings.

Another mute question was whether a full report with concrete recommendations should be submitted to the Democratic Congress when it convenes in January. Since an interim report has already been submitted, it was felt in informed quarters that the committee would follow through with specific recommendations.

One Vote for Hooper

THE unexpected results of the election may have shaken public opinion pollsters to their shoes, but they failed to disturb C. E. Hooper's faith in Hooperatings. In a statement released Wednesday morning, Mr. Hooper pointed out that his company had never indulged in sampling public opinion, nor did it ask people "what they are going to do." "We ask what they are doing while they are doing it," said Mr. Hooper. "What we do is not analogous to a political poll. It is analogous to the vote."

Station Coverage

(Continued from page 23)

featured guest appearances of candidates in local political area. All local spots and local half-hour round-up were sponsored by Johnson Bros., Baltimore TV set dealers.

● **KTSL (TV)** Los Angeles . . . remotes from editorial rooms of its affiliate paper, the Los Angeles *Examiner*, and interviews with candidates on local scene, in addition to regional and local returns.

● **WRC** Washington . . . regional coverage, plus reports of interest to government workers. The *Alexandria* (Va.) *Gazette* cooperated with station's airing of Virginia returns.

● **WBBM** Chicago . . . local and regional returns. Tape recordings were made of reports from Democratic and Republican headquarters in Chicago, and analyses of returns were aired.

● **WENR-TV** Chicago . . . election predictions of Midwest political experts, including editors of Chicago *Herald-American*. Program was sponsored by Cook County Motors for Kaiser-Frazer cars.

● **KYW** Philadelphia . . . local and regional news and pickups from campaign headquarters in that city. For two weeks previous to election night station aired daily series of announcements urging citizens to exercise their right to vote.

● **WNJR** Newark, N. J. . . . four hours of election returns, plus comments of political candidates and leaders from New Jersey. Howard Savings Institution, Newark, sponsored program, which was titled *Howard Election Night Party*.

● **WDRC** Hartford, Conn. . . . roundups of local and state returns in cooperation wth the Hartford *Courant*. A special election booth was set up in the *Courant's* headquarters and returns were broadcast direct from there.

● **WCSI-FM** Columbus, Ind. . . . local, regional and national returns and broadcast direct from state Democratic and Republican headquarters in Indianapolis. WCSI-FM cooperated with WTOM Bloomington, and WSRK Shelbyville, Ind., in bringing the returns.

● **WEWS (TV)** Cleveland . . . local and regional returns.

● **KNBC** San Francisco . . . local and regional returns.

● **WSB-TV** Atlanta . . . used drop cards, one for each state, showing the popular vote totals received by the candidates; a large scoreboard, one for each candidate, on which were inscribed the electoral vote count by states; and also utilized a visual map of the U. S. showing how each state was going party-wise.

● **WMBG WTVR (TV)** Richmond, Va. . . . local and state returns, interviews from state party headquarters with candidates. WTVR utilized a state-wide election board giving visual returns to its audience, in addition to oral commentary.

● **WCOP** Boston . . . direct lines to candidate's headquarters, including Governor-elect Dever and Speaker of the House Joe Martin. Broadcast direct Gov. Dever's victory statement, and recorded statements of Mr. Martin. Two studio units were in operation, one at the station and one at the Boston *Globe*, with which the station cooperated in bringing local, regional and national returns.

● **WNAC-TV** Boston . . . interviewed Secretary of Labor Maurice J. Tobin and Mrs. Tobin, Congressman John W. McCormack, Democratic Whip in the House, and Governor-elect Paul A. Dever before the TV cameras. Station also carried local and regional returns.

● **WBT** Charlotte, N. C. . . . on-the-air telephone interviews with major Carolina political figures including Rep. Robert L. Doughton, Governor-elect Kerr Scott, and Hamilton C. Jones. Station also carried local and regional returns.

● **KDKA** Pittsburgh . . . celebrated its 28th anniversary on the air with airing of election returns. Station carried remote broadcasts from campaign headquarters, county election headquarters and local and regional returns. Special newsman for the event was L. H. Rosenberg, who was the announcer at KDKA's first broadcast, Nov. 2, 1920, when he aired the contest between Cox and Harding. Mr. Rosenberg is now vice president of Foote, Cone & Belding, Chicago.

● **WJBK WJBK-TV** . . . on 24-hour schedule with full returns and pickups from Detroit *Times* editorial room. WJBK-TV extended its operations until 4:30 a.m. Wednesday.

TWO-HOUR Thanksgiving Day program, *Holiday Star Time*, over NBC will be sponsored for seventh consecutive year by Elgin National Watch Co. Producer of the show, Earle Ebi (r), and Don Ameche, who will m.c., compare notes. Hollywood talent will appear on program, to be heard 4-6 p.m. (EST).

STITCH IN TIME?
Denver Tailor Will Pay Off — Radio Offer With Suits —

WINDFALLS on fabulous network giveaway shows have nothing on what a small independent businessman can shell out for sponsoring weekly football contests on a local station. At least that's the contention of Harry Bitman, a Denver, Col., tailor who admits to being "taken to the cleaners" for $22,248 worth of suits last week.

According to an AP dispatch, Mr. Bitman's firm has sponsored a weekly contest on a Denver station (undisclosed), offering free suits each week for naming the winners in ten close football games.

During the first five weeks, no one made a perfect guess but he still gave one suit to the most accurate prognosticator. Two weeks ago, however, nine fans picked all ten teams. The unhappy tailor consulted Chet Nelson, the program's sports commentator, who told him: "Aw, go ahead and give all nine guys their suits. A thing like that couldn't happen again in a lifetime."

Last week, though, it did happen. There were 412 fans who picked all ten winners. Mr. Bitman, who confessed he "didn't sleep for three nights," values the suits at $22,248. He contends it's the largest single week's payoff in giveaway history and "for a little businessman, that's a startling amount of dough."

Said the unhappy tailor ruefully: "I thought about cutting my throat . . . I talked with my attorney (about a legal loophole) . . . But I figured I'd have to close if I welched on all those people. So they're all going to get the suits as fast as we can make them."

Mr. Bitman, whose factory produces about seven suits daily, said it would take weeks to pay off.

MARINE NATIONAL EXCHANGE BANK, Milwaukee, has signed a 26-week contract for the weekly half-hour *Salute to Industry* on WTMJ-TV Milwaukee, through Cramer-Krasselt, same city.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
PUT YOUR PRODUCT IN BEST POSITION
ON THE STATION WITH BEST POSITION
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Network Coverage

(Continued from page 23)

power, were the only networks in America to give uninterrupted coverage from 8 p.m. Tuesday until the outcome was known, at noon on Wednesday.

Life sponsored the video portion of the proceedings until its conclusion, when the NBC-*Life* combine scooped with the only telecast of Sen. J. Howard McGrath's announcement of the Truman Victory.

Chevrolet, sponsoring the AM coverage, parted company with the program at 8 a.m., leaving NBC to complete its reporting on sustaining until noon. Even at that, the 8 a.m. sign-off time for Chevrolet was later than expected in its "until outcome known" package purchase.

NBC radio headquarters in Radio City Studio 8-H disseminated news flashes on the tight election's progress in terms of popular and electoral votes. The news staff was headed by William F. Brooks, NBC vice-president in charge of news and international relations.

Others giving running accounts and totals included Bob Trout, H. V. Kaltenborn, Morgan Beatty. John McVane and Kenneth Banghart covered the New York Democratic and Republican headquarters, while Dave Brinkley was NBC Washington reporter.

Politicos on TV

Operating with a record number of 11 television cameras in New York alone, NBC presented such high-ranking political figures as Norman Thomas, Henry Wallace (who made personal appearances at Radio City), Herbert Brownell, Sen. McGrath, William C. Bullitt, Agriculture Secretary Brannan, and Army Secretary Kenneth Royall.

Ben Grauer and John Cameron Swayze headed the NBC video reporting from NBC studios, with Sid Olson and Sid James covering for *Life*.

Seven stations were included in the East Coast, *Life*-sponsored network, with Andrew Heiskell, *Life* publisher, Adolph Schneider, director of NBC television news, and William Garden, NBC television producer-director in overall charge of TV operations.

For its uninterrupted telecast NBC erected a giant RCA-Victor 15 by 20 foot television screen in New York's Rockefeller Plaza, bringing the night's proceedings to more than 5,000 people.

More than 150 television personnel were involved in NBC's New York operation alone. Cameras were operated in the studio, at the Democratic and Republican headquarters, and pickups were sent to the network from Washington, where NBC cameras were operating at its studio in the Wardman Park Hotel and at the Hotel Statler.

Philadelphia pickups were taken from WPTZ studios and City Hall. Baltimore studios of WBAL-TV also covered on video.

Bob Stanton handled New York Republican headquarters interviews, while Peter Roberts operated from the Democratic center.

NBC-TV's Midwest network covered the night's program under sponsorship of RCA, at an estimated cost of $50,000.

Cancelled Programs

Network radio programs on NBC cancelled for Tuesday night's election program were: *Music You'll Remember* (Philip Morris), *Date With Judy* (Lewis Howe Co., Tums), Bob Hope (Lever Bros., Swan Soap), *Fibber McGee and Molly* (S. C. Johnson Co., floor wax), *Big Town* (Lever Bros., Lifebuoy), *People Are Funny* (Brown & Williamson Tobacco Co., Raleigh cigarettes), news (Shell Oil, in New York only), and Morton Downey (Coca Cola Co.).

Wednesday morning cancellations, when NBC carried proceedings sustaining, included Fred Waring's show (S. C. Johnson Co.), *Road of Life* (Procter & Gamble, Duz), *Joyce Jordan, M. D.* (P & G, Dreft), *This Is Nora Drake* (Toni Co.), *We Live and Learn* (Manhattan Soap Co.), Jack Berch (Prudential Life Insurance Co.), and *Lora Lawton* (B. T. Babbitt Co., Bab-O).

Total cancellations on AM represented approximately $85,000 to NBC, whereas Chevrolet's purchase price for the time was said to be about $100,000.

NBC-TV programs cancelled on Tuesday night were Mary Margaret McBride's shared-time cooperative show; wrestling from St. Nick's Arena, New York, sponsored by Traummer's Beer, and a few spot announcements. Value of cancelled time was no more than $5,000, as the wrestling program was local only, and the other show just 15 minutes long.

The entire coast-to-coast facilities of ABC and its eastern television network were on the air for 14 consecutive hours, from 7 p.m. election night until 9 a.m. Wednesday. Instituting regular programming from 9 a.m. until 10:25 a.m., ABC returned its radio network to the "emergency election coverage status," remaining on until noon.

Kaiser-Frazer Corp., sponsor of the combined AM and TV time "until conclusion," ended sponsorship at the time of interruption of the AM program, when TV coverage concluded. The Midwest ABC video network election program was also Kaiser-Frazer sponsored, from 7 p.m. (CST) Tuesday until 5:15 a.m. Wednesday.

ABC's Velotta in Charge

Thomas Velotta, ABC vice president in charge of news and special events, was overall supervisor of the audio and video operations.

A staff of close to 500 across the country, with nearly 300 in New York, was utilized to keep pace with the gripping events of the election. Walter Winchell, ABC's top-ranking commentator, gave quarter-hour bulletins, followed immediately by Drew Pearson who predicted trends of both nation and states.

A total of 12 television cameras were utilized by ABC, and three studios were in operation. The 18 by 36 foot tally board, showing state-by-state vote, was visible to all four cameras in Studio 3-B, operated under the direction of Burke Crotty, who also directed the night's television coverage under the supervision of Paul Mowrey, ABC national television director.

Other prominent commentators and analysts involved in the ABC coverage planning included George Sokolsky, on color anecdotes, Pauline Frederick and Julian Anthony on features and sidelights. Walter Kiernan concentrated on television, giving the lighter side of the news.

Baukhage reported on the presidential race for ABC's Midwest TV program. Headquarters of each of the political candidates in several cities were staffed by ABC reporters.

ABC's Tuesday night commercial cancellations included: *Headline Edition* and Elmer Davis, both cooperative news shows, *America's Town Meeting of the Air*, another co-op on both AM and TV, and the *Christian Science Monitor Views the News*, sponsored by the publication.

Total value of cancelled time was said to be about $30,000, including time, talent re-imbursed and video show. Kaiser-Frazer, however, was estimated to have paid over $125,000 for the election coverage.

Nash Is CBS Sponsor

In another AM-TV package deal Nash Motors on CBS sponsored an extensive coverage for 11½ hours, starting at 6 Tuesday evening and ending at 5:30 Wednesday dawn.

CBS, however, resumed radio reporting of the election at 8 a.m. continuing until 10:30 a.m., when it returned to its regular programming in part. As of 11 a.m., fifteen minutes of every hour, on the hour,

(Continued on page 62)

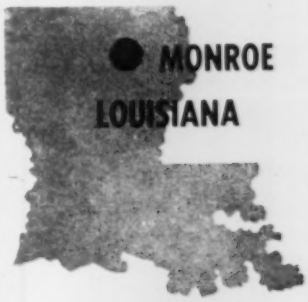
COY CHAMPION
Doughton Hopes Chairman Will Stay at FCC

FCC Chairman Wayne Coy has a new highly placed champion in the House—Rep. Robert L. Doughton (D-N.C.), who remains chairman of the important Ways & Means Committee under Democratic organization next January.

Interviewed by Grady Cole, WBT commentator, after the Truman victory last Tuesday, Mr. Doughton said: "I sincerely hope Mr. Coy will decide to remain with the Commission because he has had such a wonderful regime over there."

Mr. Coy, both as an administrative assistant to FDR and as assistant director of the Bureau of the Budget, had intimate dealings with the Ways & Means Committee.

KEY TO RICH NORTHEASTERN LOUISIANA MARKET . . . . .



KMLB

Has more listeners in Monroe and Northeastern Louisiana than

ALL OTHER STATIONS COMBINED!

•

5,000 WATTS DAY
1,000 WATTS NIGHT

•

REPRESENTED BY
TAYLOR-BORROFF & CO., INC.

•

AFFILIATED WITH
AMERICAN BROADCASTING CO.

Nunn Stations

WLAP	Lexington, Ky.
WCMI	Ashland, Ky. Huntington, W. Va.
WBIR	Knoxville, Tenn.
KFDA	Amarillo, Texas
WMOB	Mobile, Ala.

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

It Takes Years to Build Large Audiences. Each Nunn Station Has A Large Audience Due To Years Of Excellent Broadcasting

ASK FOR THE FACTS

- WLAP, WCMI, WBIR and KFDA represented by The John E. Pearson Co.
- WMOB represented by The Branham Co.

Network Coverage

(Continued from page 61)

gave election news, while programs were interrupted for special bulletins.

CBS's television network returned its cameras to election highlights at 7 a.m., continuing unsponsored until 11:30 a.m., when Gov. Dewey admitted defeat.

Columbia's network coverage was carried by the State Dept.'s "Voice of America" and by the Armed Forces Radio Service carrying the election news to countries and U. S. military installations all over the globe.

A staff of more than 200 were assigned to CBS headquarters in New York, while more than 80 scattered points all over the country were covered by Columbia reporters.

Wells Church, CBS director of news broadcasts, supervised CBS tabulations and election highlights, and well-known commentators on the job included John Daly, who reported trends as they showed on the giant tally boards; Edward R. Murrow, analyzing returns and their significance; Lowell Thomas, who dealt with campaign personalities; Eric Sevareid, reporting on Senatorial situation; and Don Hallenbeck, who followed the House returns.

Allen Jackson was at Dewey headquarters and Jack Waters covered Democratic headquarters in New York, while Norman Brokenshire rode "the bubble," plastic-domed mobile unit, describing Times Square color.

PHOTO ENLARGEMENT of BROADCASTING'S 1948 map showing AM stations is examined by Gov. Earl Warren, of California, at the American Legion convention in Miami. The 6 x 8-foot enlargement was used to show convention delegates the location of the more than 1,000 stations carrying the Legion's transcribed series, *Decision Now*.

Programs cancelled by CBS for the presentation of the election highlights included *Mystery Theatre*, (Sterling Drug Co.), *Mr. & Mrs. North* (Colgate-Palmolive-Peet), *We, The People* (Gulf Oil Corp.), which was on AM and TV, *Hit the Jackpot* (DeSoto-Plymouth dealers of America), and a number of spot announcements.

Amount of money involved in cancellations is quoted at approximately $100,000, including AM, TV and talent re-imbursed. Nash is said to have paid "upwards of $125,000 for the election package."

Mutual's claim to fame in this election night is an unmatched number of over 400 pick-ups from important pivotal areas across the country.

Featured were many inter-sectional exchanges of opinion between key political centers. Sponsored by Curtis Publishing Co. (*Saturday Evening Post, Ladies Home Journal, Holiday*, etc.), the MBS coverage remained on the air from 7 p.m. Tuesday until 6 a.m. Wednesday. The network returned sustaining at 9 p.m. to continue its word pictures of the election.

At special election headquarters which Mutual set up at New York's Ritz Carlton Hotel ballroom, vote-return patterns were supplied to countries overseas by the British Broadcasting Corp., the French Broadcasting System, Radio Belgrano of Argentina, and to Canada by the Canadian Broadcasting Corp.

In making its special pick-ups, Mutual provided 73 special broadcasting crews in pivotal areas, others in campaign headquarters, and at points of major interest. Dr. Louis H. Bean, Mutual's chief vote analyst, by pointing out the pivotal Democratic victories in Connecticut, is reported to have first aired an opinion on the tenseness of the race, long before the polls closed.

MBS also claims scoop on the first airing of Gov. Dewey's telegram conceding the election. Coincidentally, on Mutual's regular round of cross-country pick-ups, the net switched to the governor's Roosevelt Hotel, New York, headquarters at the moment when James Hagerty stood, telegram in hand, prepared for announcement of the concession. Reportedly, MBS was first by "a couple of minutes."

Continuing election activities throughout the day, Mutual aired President Truman's first post-election news conference exclusively on *Mutual Newsreel*, Wednesday evening, 9:15-9:30 p.m. Broadcast was from Independence, Mo.

Other analysts and commentators at the Mutual election headquarters, included Gabriel Heatter, Fulton Lewis jr., Bill Slater, William L. Shirer, John B. Kennedy, Cecil Brown and Fred Van Deventer.

Only commercial cancellation for election reporting by MBS, was the *American Forum of the Air*, sponsored by Universal Carloading and Distributing Co.

Other Tuesday evening sponsors, Johns-Manville, and Serutan, who regularly sponsor Bill Henry and Gabriel Heatter in news, "rode through" the evening, when those commentators broadcast at their scheduled times. Evidently Curtis Pub. Co. did not object to mention of the commentators' regular sponsors.

Cancellation of the *Forum* is reported to have lost only $13,000 for Mutual, while Curtis is said to have paid some $76,000 for the all-night package.

A full house audience at New York's Paramount Theatre witnessed the first advertised showing of large-screen television news, flashed within minutes of its occurrence, when WPIX (TV) New York, and the theatre cooperated in presenting election coverage and highlights.

With direct wire broadcasts from the station, and relay facilities, the WPIX coverage encompassed tabulations from the *New York Daily News* editorial room, interviews from Republican and Democratic headquarters, and talks with the "man on the street" by *News* inquiring photographer, Jimmy Jemail.

Events were film-recorded in Paramount's projection booth, and edited segments were shown at 9:50 p.m., 11:10 p.m. and 12:47 a.m. between scheduled show breaks.

The entire WPIX election coverage, which was sponsored by Albert Ehlers Inc., Brooklyn (coffee), remained on the video channels until 4:01 a.m. Weiss & Geller, New York, is the Ehlers' agency.

WNEW New York, in presenting its all-night election coverage, used a novel "candid telephone" project to interview interesting and/or famous personalities all over the world. Throughout the night and the hectic dawn, Martin Block called such personages as John Foster Dulles in Paris, Tallulah Bankhead and Jim Farley in New York, Chester Bowles in Connecticut and Duane Hennessey, AP bureau head in Tokyo.

Miss Bankhead, no political expert, had the satisfaction of predicting the turn of the elections in an exclusive recorded phone talk with Mr. Block shortly after midnight, giving WNEW an additional feather in its cap.

For the first time in the history of WQXR New York, the station

Miss Carol Perel
Arthur Meyerhoff, Inc.
Chicago 11, Ill.

Dear Carol:

Ernie Saunders is back with 'ole WCHS after Re-coo-per-a-tin in Arizonie. Ernie is part reason fer th' success o' "Frankenberger's Sport Page o' th' Air which WCHS has carried since 1938. That adds up to a lot o' programs — but even more — It adds up to a selling job which any station could boast about. Course, WCHS kin boast o' other things like 5000 watts at 580 an' CBS programs. . all well worth shoutin' 'bout. . However — When you have somethin' t' say in Wes' V'irginia, Don't shout — Use WCHS.

Yrs.

Algy

WCHS

Charleston, W. Va.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Porgie

WHEN YOU LEFT ME

On Records: Larry Green—Vic. 20-2049;
Russ Morgan—Dec. 24503.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

. . . In Spare Time?

APPEARING on the CBS-TV series, *Vanity Fair*, FCC Commissioner Frieda Hennock revealed she is taking television lessons in the morning, studying electronics and engineering at night, and is doing a measure of homework in connection with her new job.

remained on the air all night to broadcast the election that broke so many other records. Returns from all over the country were aired direct from the *New York Times* news rooms, where the paper's radio news staff and a group of political correspondents were assembled.

W. H. Lawrence, of the *Times* Washington bureau, analyzed returns throughout the long, suspense-filled night.

Others describing political trends were Warren Moscow, political writer, and James Reston, diplomatic correspondent. Running commentaries were given by WQXR announcers William Strauss and Stan Roberts from *Times* headquarters, by Peter Allen from Republican headquarters and Chester Santon at Democratic headquarters.

In cooperating with *Newsweek* to bring election returns to television viewers, the DuMont Television Network set a new all-time record for consecutive telecasting hours, starting at 7 a.m. Tuesday with its regular fulltime daytime schedule, DuMont continued at 7:50 p.m. with election reporting until 4:34 a.m. on Wednesday, chalking up a total of 21 hours, 34 minutes and 22 seconds on the video air.

Returning at 7 a.m. Wednesday, WABD DuMont's New York station, continued the tie-in coverage of the still doubtful election until the Dewey concession and later interrupting regularly scheduled programs for important flashes.

The entire election coverage was under the supervision of James Caddigan, network's director of programming.

Continental FM Network made good use of the new telephone recording device during its all-night election coverage. The network interviewed key political figures in all parts of the country by telephone, feeding the interviews to the network.

Joe McCaffrey, who covered the three political conventions for Continental, was in charge of the Continental feed at WASH (FM) Washington, network key. The service was relayed to Continental stations by 15,000-cycle line to New York with stations picking up signals off the air. Rural Radio Network fed Continental coverage to its New York FM outlets.

Others in the 20-man WASH crew included Paul Green, who coordinated tabulations, and Larry Carl, program director, who supervised the program operation. Remote lines were used for pickups from party headquarters.

Continental left the air at 5:30 Wednesday morning with the statement that Truman "almost certainly would be President." The network received INS and Transradio reports.

Full Use of Mexico 1-A Channels Sought

Daytime Petitioners Seeking Support in Effort

RENEWED EFFORTS to secure fulltime use of the Mexican 1-A clear channels on which they are now limited to daytime operation were undertaken last week by members of the Daytime Petitioners Assn.

Howard B. Hayes, president of WPIK Alexandria, Va., and of DPA, sent out letters soliciting the support of licensees of some 106 daytime stations and calling them to a meeting Nov. 22 at the Statler Hotel in Washington.

DPA contends the "gentleman's agreement" which the U. S. and Mexico entered into in 1941, restricting U. S. use of 730, 800, 900, 1050, 1220, and 1570 kc to daytime operations, "is no longer valid." Accordingly, DPA insists, stations should be allowed to use these channels fulltime.

"Negotiations for this purpose have been delayed by international problems arising under the North American Regional Broadcasting Agreement," Mr. Hayes wrote, "but we now feel that some success may be achieved by renewing our efforts now both at FCC and the State Dept. . . .

"This work cannot be conducted by a small group of stations—we must all join together to convince the FCC and the State Dept. that this move should be made NOW and not years later. It will also be important to acquaint members of Congress with this problem, and this work will require the cooperation of broadcasters throughout the U. S."

Jersey City FM Station Suspends

Authorizations for 7 Other FM Outlets Are Cancelled

AFTER more than a year of operation, WFMO (FM) Jersey City was reported last week to have suspended operations, while the authorizations for seven other FM outlets were cancelled by FCC at the grantees' request.

The WFMO suspension was understood to have stemmed from time-sale difficulties. The station, representing an initial investment of $150,000 and on the air since Sept. 25, 1947, is owned by the Fidelity Media Broadcasting Corp. President Francis C. Wood Jr. notified FCC of plans to halt the service at 11 p.m. Sunday, Oct. 30.

Meanwhile a previous FCC order granting deletion of WMRE Oak Park, Ill., was vacated by the Commission at the request of Commander Industries, the grantee. The permit was to expire Nov. 30 and had been dropped.

One AM grant also was reported cancelled: Ernest H. Warnock's authorization for WMDL Middletown, N. Y., assigned 1400 kc with 100 w fulltime. FCC authorities said the permit expired Oct. 16.

Utica *Observer-Dispatch* secured cancellation of its grant for WKCJ (FM) Utica, explaining that it felt the market was inadequate for the four AM and four FM stations already authorized there, particularly in view of competition that may develop from television.

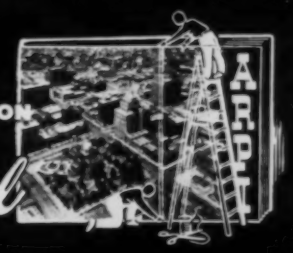
WLOF Orlando, Fla., gave up its permit for WLOF-FM, explaining that AM expansion had been burdensome and expensive and that it felt unable to proceed with FM now.

Other FM grants cancelled were those of International Ladies Garment Workers Union for WUNY Boston, WUSE Philadelphia and KUBR St. Louis, which ILGWU attributed to high costs of construction and installation of its three other FM stations [BROADCASTING, Oct. 18]; Radio Springfield's for WRXS (FM) Decatur, Ill., attributed to a consideration of television and high costs of TV, and WMAW Milwaukee's for WMAW-FM, which was blamed on additional AM operational expenses that made it seem inadvisable to proceed with FM.

Upcoming

Nov. 14-15: NAB Board Finance Committee, NAB Hdqrs., Washington.
Nov. 15: NAB Board Standards of Practice Committee, NAB Hdqrs., Washington.
Nov. 15: NAB Employe-Employer Relations Executive Committee, Mayflower Hotel, Washington.
Nov. 15: AAAA New York, New England, and Atlantic Councils meeting. Waldorf-Astoria Hotel, N. Y.
Nov. 16: Western Canadian Dominion network stations meeting. Bessborough Hotel, Saskatoon.

GET ON THE BEAM!
Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.
YIDDISH 250,000
NEGRO 300,000
GERMAN 100,000
SPANISH 250,000
ITALIAN 100,000
SCANDINAVIAN 30,000
6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS
KOWL 5000 WATTS CLEAR CHANNEL
Owned by ART CROCHAN • GENE AUTRY

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON
Tailored

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direct publisher to station service
Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.
you can have thousands of individually planned radio albums distributed
AT NO COST TO YOU
and exclusive in your city
Write or phone today . . . exclusive rights to only one station in each city.
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American RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

WNBC, New York
—Fred S. Heywood, Director News & Special Events
"I would like to add my vote of congratulations to the many United Press must have already received on its election coverage. Tuesday Night's work was another example of the speed, accuracy and all-round efficiency that we at WNBC have come to associate with the name, U. P."

WOW, Omaha
"Everything went swell. It was perfect."

KSJB, Jamestown, N. D.
—Paul R. Heitmeyer, General Manager
"Over-all coverage was thorough, interesting and fast. Want to acknowledge and commend the magnificent job that Jack Hagerty and his staff turned out from the Bismarck office, a skillful performance."

WBNY, Buffalo
—Charles Martin and Bill Callahan
"U. P. was outstanding especially on tabulation of the presidential vote, ran 100,000 votes ahead consistently throughout the night. Relied on U. P. almost exclusively."

WRBL, Columbus, Ga.
—Ed Hennessy
"We supplemented national network coverage with your up-to-the-minute reports from Georgia and the coverage from the 32 counties around here. Coverage is as good as your excellent job on primary. Congratulations."

KWKH, Shreveport
—Logan Stewart, News Director
"I would like this bureau to be among the first to congratulate you on the flash re Dewey's conceding the election. On our machines you were ahead by one full minute. This means that someone, somewhere, was really on the ball."

CBS, Los Angeles
"Will you please extend our thanks to U. P. organization for manner in which it extended itself to make our election broadcast the most successful we've ever had. U. P. had the evening's trend established with the first returns and remained on top of the story until the concession."

WXKW, Albany
—Harold Myers, Station Manager
"Everything was fine. You did a good job."

WLAC, Nashville
—F. C. Sowell, Manager
"As usual, United Press kept us right out in front and, as usual, people are complimenting our superior service."

WGN, Chicago
—Robert Hurleigh, Director of News
"Service excellent. You jumped to the fore early in the evening on election returns and maintained excellent coverage throughout the night."

WBBM, Chicago
—Everett Holles, Director of News
"We want to thank you for the splendid service and cooperation you gave us election night. Our man in your office, Gene Daley, couldn't have been treated better if he were Hugh Baillie. It was a fine job and we are most appreciative. Much of the credit for WBBM's superior reporting of returns goes to you fellows."

UNITED

THE WORLD'S BEST COVERAGE

MBS, New York
—A. A. Schechter, Vice-President . . . to Hugh Baillie, U. P. President
"There are so many fellows at U. P. that I would have to thank for splendid cooperation in helping us to broadcast the election night returns, that I thought it would be easier to write it to you and ask you to pass the word along. As usual, it was dependable, fast and accurate."

WTAX, Springfield, Ill.
—Glen Farrington, News Commentator
"Thanks to U. P. for swell election job all way from pre-election features to beat on Dewey-concedes flash."

WBIR, Knoxville, Tenn.
—Tys Terwey, Program Director
"Congratulations on fine coverage Tennessee election night."

KOWH, Omaha
"Thanks and all that stuff for swell coverage and for the excellent cooperation you gave us."

WIND, Chicago
—Jim Dale, News Editor
"WIND found U. P. coverage from the first polling to the final tabulations far and away tops among the news services on both national and local results."

WENR, Chicago
—Con O'Dea, Director of News
"United Press election coverage was completely satisfactory. The regional coverage was excellent."

ABC, Los Angeles
—Frank LaTourette
"Just a brief note to offer United Press congratulations on its election coverage Tuesday Night. United Press did its usual fine job and was of great help to us in the Los Angeles ABC newsroom."

WBT, Charlotte, N. C.
—Jack Knell, News Director
"United Press election coverage was beautiful, particularly on state races, which was the best ever. We stayed on the air all night and the U. P. wire kept us and our listeners up to the minute in all races."

WINS, New York
—Joseph Durso, News Editor
"Local coverage didn't miss a candidate . . . National coverage was equally fast and accurate and kept us abreast of the networks."

WTRY, Troy, N. Y.
—John Givney, News Editor
"Excellent work. The U. P. service was tops."

WOWO, Fort Wayne
—Carl Vandegrift, Program Director
"Swell—you did a nice job."

WFAA, Dallas
—Sid Pietzche, News Director
"Your election night service was outstandingly fine and fastest."

WIBA, Madison, Wis.
"We got more usable material from U. P. than from opposition."

WMBI, Chicago
—Robert Geerdes, News Editor
"It was splendid coverage and you kept us ahead through the night on election results. We are very happy."

PRESS

OF THE WORLD'S BIGGEST NEWS

TV CODE PLAN

TBA Outlines Principles

UNTIL it is possible to formulate specific standards of practice for video programs, TV broadcasters are urged to be guided by the "general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable."

Such a "statement of principles and policy" was sent last week to all TV stations by Television Broadcasters Assn.

Prepared by the TBA code committee and approved by the TBA board at its Oct. 28 meeting, the statement avoids suggesting any "quantitative limitations on sponsored programs" at this time. It proposes, instead, that both quantitative and qualitative standards "continue to be determined in individual cases by individual television broadcasters."

Code committee chairman is Lawrence E. Lowman, CBS vice president. Its members are: Norma E. Kersta, assistant to the administrative vice president in charge of television of NBC; Robert L. Coe, vice president and general manager, WPIX (TV) New York; Lawrence Phillips, director, DuMont Television Network.

Text of Statement

Copies of the NAB Standards of Practice and the Motion Picture Production Code accompanied the TBA statement of principles and policy, which follows in full text:

"The television broadcasters recognize their obligation to observe the highest standards of good taste and fairness in the programming of their stations.

"The tremendous potentialities of television, combining as it does visual and aural appeal, create for the television broadcaster responsibilities far beyond those of any medium directed only to the eye or only to the ear. These responsibilities are heightened as television takes an increasingly important place in the American home.

"Now, as in the future, public confidence and goodwill form the only foundation on which to perpetuate the democratic competitive system of television broadcasting in which we all firmly believe and on which to develop the full measure of service which this new medium can provide.

"We in television broadcasting have strong and compelling reasons for seeking to serve the public interest.

"Television advertisers, too, have a tremendous stake in the development of this new medium. Advertising already makes possible the presentation of some of the finest television programs of entertainment and information.

"The ultimate possibilities which may be realized by television advertisers are, as yet, barely imagined.

"The new techniques of combining sight and sound are engaging the creative talents and skills of the advertising world. But because of the effects of these techniques both on television programming and on the television audience are as yet largely unknown, it is not possible or even desirable to attempt at this stage to formulate standards of practice.

"This committee recommends that television broadcasters use for guidance the general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable.

"Copies of the 'Motion Picture Production Code' and of the 'Standards of Practice of the NAB' are being sent to each television station.

"Pending further experiment and experience no quantitative limitations for sponsored programs are suggested.

"Such standards on the quantitative side, as well as on the qualitative side, will continue to be determined in individual cases by the individual television broadcasters, operating under the general principles of this statement and the radio broadcasting and motion picture codes."

Liberal Record

THE LIBERAL Party, primarily a New York State organization which worked for the election of the Truman-Barkley ticket as well as a number of local candidates, sponsored 55 programs on nine New York stations during the campaign. The party also purchased a concentrated flood of announcements the two days immediately preceeding election day, spending a total of approximately $30,000 for radio time. Programs were arranged, written and produced by Gainsborough Assoc., New York. Furman, Feiner & Co., New York, bought the time. New York stations broadcasting the Liberal Party programs were: WMGM, WJZ, WOR, WMCA, WQXR, WNBC, WCBS, WLIB, WEVD.

CENTRAL CHEVROLET Co., Los Angeles, (dealers) Nov. 1 started two weekly one-minute film spots on KTSL (TV) Hollywood. Contract is for 52 weeks. Agency is Hunter Adv., Hollywood.

OAB Sales Clinic Told To Heed Sponsors' Needs

EDWARD BORROFF of Taylor-Borroff Co., Chicago, station representative firm, opened the two-day sales clinic of the Ohio Assn. of Broadcasters, held in Columbus November 4-5. He emphasized that radio stations must meet increasing competition by paying more attention to the advertiser's sales problems.

In the panel discussion which followed, Chairman Harry M. Smith, sales manager of WLW Cincinnati, recommended a return to fundamental sales practices, adding that stations should not overlook the advantages of increased efforts in merchandising and research.

Members of the panel in addition to Messrs. Smith and Borroff were Keith Baldwin, WGAR Cleveland; Bob Kerns, WLOK Lima, Ohio; and OAB president, W. Y. Flanagan, WSPD Toledo.

Direct Mail Offer

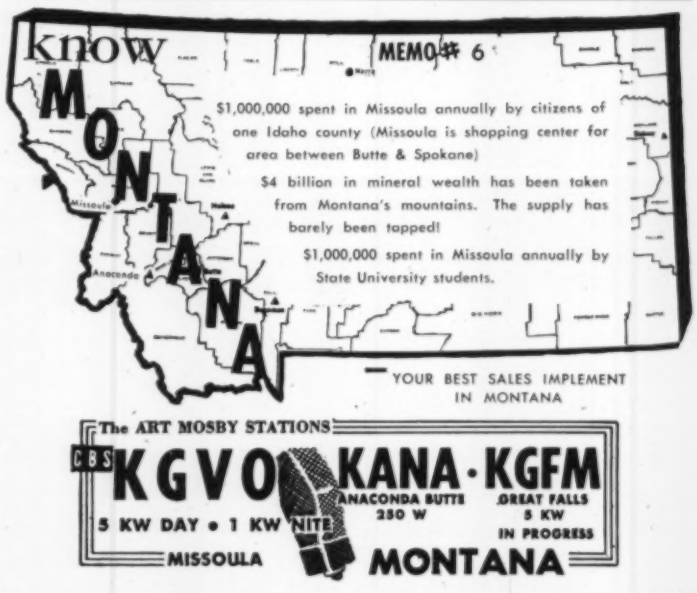
A VIGOROUS direct-mail promotion campaign for sponsors of Tobacco Network programs has been initiated by the North Carolina Network. R. K. Scott, general sales manager, in a letter to timebuyers, offers 13,535 mailings for every $2,000 worth of business placed. The mailing pieces will be made to the specifications of the advertiser. Network coverage and retail sale figures for the network are included. Stations in the network are: WTIK Durham, WFNC Fayetteville, WGBR Goldsboro, WGTC Greenville, WJNC Jacksonville, WHIT New Bern, WRAL Raleigh and WGNI Wilmington.

SUIT AGAINST BMI DISMISSED IN COURT

JUDGE Samuel H. Hofstadter of the New York Supreme Court, on Thursday dismissed a complaint against BMI brought by four BMI publishers—Charles E. McCord, Joseph Nuccio, Robert Reynolds and Perry Alexander.

The action was brought on the theory that BMI was indebted to these publishers for moneys collected from BMI's non-radio licensing activities. Judge Hofstadter ruled that the complaint did not demonstrate any relationship between the parties to substantiate that charge.

Denying also an attempt of the plaintiffs to bring the action on behalf of other BMI publishers as well as themselves, the court specifically ruled that such an action was not maintainable. The court also pointed out that there was grave doubt whether the plaintiffs fairly represented the class on whose behalf they assumed to bring the action.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MEMO # 6
MONTANA
$1,000,000 spent in Missoula annually by citizens of one Idaho county (Missoula is shopping center for area between Butte & Spokane)
$4 billion in mineral wealth has been taken from Montana's mountains. The supply has barely been tapped!
$1,000,000 spent in Missoula annually by State University students.
YOUR BEST SALES IMPLEMENT IN MONTANA
The ART MOSBY STATIONS
CBS
KGVO
KANA · KGFM
ANACONDA BUTTE
250 W
GREAT FALLS
5 KW
IN PROGRESS
5 KW DAY • 1 KW NITE
MISSOULA
MONTANA

BMB STUDY

'Radio Families' to Be Revised

FOLLOWING a revision by the U. S. Census Bureau of its estimates of state population figures, BMB has announced plans to revise—"sometime in the spring"—its *Radio Families USA—1948*. Book's data are based on Census Bureau statistics.

BMB Research Director John Churchill pointed out that BMB wants to stay in line with the figures of the Census Bureau, conceded to be the highest authority on the country's population.

BMB is also anxious to have the best possible estimates of families and radio families for use in its second nation-wide study to be made next March, he added.

Ownership Figures Same

No changes are expected in the country or regional totals already published, as the Census Bureau revisions are principally redistributions of populations among the states of each region, BMB reported. Also the radio research organization said that the per cent of radio ownership figures will remain the same, as they were developed by original BMB research.

In making the revision in its radio family figures, BMB is taking the opportunity to re-evaluate county and city data where recent community figures are available, and is inviting all broadcasters, non-subscribers as well as BMB member stations, to submit any pertinent new evidence.

To conform to Census Bureau figures, however, BMB is retaining the Bureau's present classification of each community as urban or rural and the corporate city limits as of 1940.

BMB has asked broadcasters to send in new information about their station area populations by Dec. 1. The organization has given its researchers and statisticians a March 1 deadline for the completion of all calculations and tabulations. Publication of the revised report will follow that date as soon as possible.

PRIZE PARLEY

Giveaway Criticism Alarms Producers

THE GROWING criticism of radio giveaway shows was deplored as "Un-American" at a small mass meeting held in New York last Monday.

The viewer-with-alarm was William Todman, producer of *Winner Take All* and *Hit the Jackpot*. His audience was made up of producers and other representatives of most of the major giveaway programs now on the air.

Announced purpose of the parley was to explore the possibility of organizing within the giveaway business itself a united front against what Mr. Todman termed "a very one-sided attack on a very acceptable form of radio entertainment."

Mr. Todman and others present lamented what they called "the highly unbalanced public relations job existing as far as giveaways are concerned—both in the trade publications and in the industry itself." Said Mr. Todman: "We are all getting a bad name because of a small segment [of the giveaway field]."

Giveaways were defended as being "educational," philanthropic, as having helped "to get people out of jams," presumably financial. A producer of a show which hinges on tricks of spelling, backwards and forwards, declared stoutly that his show had done much to make the American public cross-word puzzle conscious.

The discussion then swung toward means of counteracting anti-giveaway publicity. It was generally agreed that this could be accomplished through a public relations campaign on behalf of giveaways, pointing out the public benefits of such radio fare.

Said one of the giveaway men: "The American public is stupid." (At the urging of his colleagues who were present he amended this to "gullible.") "They need to be told why they like giveaways and quiz shows."

At that point someone remarked that "the attacks on soap operas passed over without hurting them—maybe this one will too." The conferees debated this briefly, and then agreed that it probably was a wise observation. Thus comforting themselves, the giveaway producers adjourned. There was no announcement about further meetings.

The following shows were represented at last week's meeting: *Stop the Music; Grand Slam; Truth or Consequences; Give and Take;* the *Bob Hawk Show; Red Barber's Clubhouse; Welcome Travellers; What Makes You Tick?; Strike It Rich; It Pays to Be Ignorant; Winner Take All; Hit the Jackpot; Time's A'Wasting; Sing It Again; Break the Bank.*

WMRO Seeks 1490 On Temporary Basis

WMRO Aurora, Ill., 250 w daytimer on 1280 kc, asked FCC last week for permission to "borrow" 1490 kc fulltime until it is put into use by the new Oak Park, Ill. station to which it is assigned.

President Martin R. O'Brien pointed out in a petition that WMRO has pending an application for a regular nighttime assignment of 100 w. Village Broadcasting Co. of Oak Park meanwhile has a grant for 1490 kc with 250 w fulltime [BROADCASTING, April 5].

Mr. O'Brien said Village officials have told him that they have "no objections" to WMRO's use of the assignment until their own station is ready. He estimated this would be about a year.

The petition, filed by A. L. Stein, Washington counsel, asked authority to use 1490 with 250 w. fulltime until WMRO's own 100 w nighttime application is acted on. It would not cause substantial interference to any station, the petition declared. If FCC refuses this request, WMRO asked for special authorization to operate at night with 100 w on its own frequency.

Nighttime operation by WMRO, Aurora's only AM outlet, "will enable the station to continue the public service programs of a local nature that it has rendered in the past under special temporary authorizations, and to expand such service in the future," Mr. O'Brien said.

He noted that WMRO had had "numerous" special authorizations for nighttime operation with 100 w—including about 40, "most of them for several evenings," during 1946 and 1947 alone.

NEW BUREAU OF FCC DESCRIBED IN RULES

FCC's "new" Bureau of Administration [BROADCASTING, June 14], was formally defined in the Commission's Rules on Organization last week.

The Bureau, under the supervision of the FCC Executive Officer, "reviews in cooperation with Bureau heads the programs and procedures of the Commission, and plans, directs, coordinates and manages Commission activities relating to personnel, budget and planning," the new rule (Sec. 1.81) provides. The Bureau includes three divisions: budget and fiscal, personnel, and planning.

W. K. Holl is the Commission's acting executive officer.

Dr. De Forest Is Issued Patent on Color System

DR. LEE De FOREST, research director of American Television Inc., Chicago, and holder of more than 300 patents on radio, television and talking picture devices, has been granted a patent on a new color television system, according to word he received Thursday from the U. S. Patent Office.

Despite his inventions in the color video field, Dr. De Forest does not expect full color TV to be introduced generally "for some years", he said.

FOR $ALES
—Over a million people in 79 counties of Georgia, South Carolina and Florida.
—3½ times more people than any other station in this market.
—A $557,206,000 retail sales area.
It's 630
in Savannah
WSAV
630 kc.
5,000 watts
Full Time
Represented by Hollingbery

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

Over the ten year period from 1938 through 1947 Jackson—capital city of Mississippi—has gained over 400% in bank deposits, food sales, furniture sales, automotive sales and building permits. With rates at 1938 levels WJDX is practically a 400% better buy today.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

WEVD

5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y.19

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TRANSIT FM

4A Committee to Study Project Next Month

NATIONAL sales headquarters of Transit Radio Inc. will be opened in Chicago's Pure Oil Bldg. within a month, Frank E. Pellegrin, sales manager of the new radio advertising medium, announced Tuesday. Lease for the new office has been signed as of Dec 1, when decorating and alterations will have been completed.

Meanwhile, Mr. Pellegrin will occupy desk space with Lorenzen & Thompson, publishers representative, in the 333 N. Michigan Bldg.

An assistant sales manager, not yet selected, will join his staff in Chicago in the near future, Mr. Pellegrin said. William H. Ensign, former sales manager of New York's Rural Radio Network, previously had been named to head the New York sales office.

Evidence that interest in the new medium is spreading was seen in Mr. Pellegrin's announcement Wednesday that the radio committee of AAAA, headed by Carlos Franco, media director and manager of station relations for Young & Rubicam, would meet early next month in New York to "explore" Transitcasting.

Capacity Crowd

A capacity crowd at the Chicago Radio Management Club Wednesday heard the TR sales manager tell of the medium's popularity in Cincinnati, Houston, St. Louis, Wilkes-Barre, Scranton and Huntington, W. Va., where installations already have been made.

Among those present at the CRMC luncheon meeting was Arthur F. Harre, general manager of WJJD Chicago, Marshall Field station, and its FM affiliate, WFMF—who is known to be keenly interested in inaugurating Transitcasting in Chicago.

Steps have been taken by either FM stations or Transit companies to introduce Transitcasting in every major U. S. city but Detroit, Milwaukee, and Minneapolis - St. Paul, and "considerable interest" is shown in these centers, Mr. Pellegrin said.

WCTS (FM) Cincinnati, where the new medium got its start, has 45 local accounts. Sales messages reach 1,000 listeners there at a cost of $1 during normal hours and 75¢ during rush hours, he added. Thirty-five word announcements cost $20. Outlay for equipment is $150 per vehicle.

He brought chuckles from the radio managers when he described Transit audiences as "captive audiences."

"The people can't get away. They're sitting on a bus or street car with their hats on, and usually with shopping money in their pockets," he said. "You don't have to pull them out of their easy chairs."

One of the chief advantages in selling Transit Radio, he said, is that an actual count of listeners can be given because fares are automatically checked. Not only is the actual known "ridership" guaranteed, but the count is accurate as to classes of audiences—whether school children, working men, or housewives.

Mr. Pellegrin explained that affiliates of Transit Radio are expected to buy equipment from TR and be represented by the organization nationally. Maintenance and supervisory services would be furnished for a fee.

TR copy acceptance adheres to the NAB code, he said. In addition to music programming, a brief feature entitled *One for the Book*—a short short story—and sports features are being produced.

Joint use of car cards and Transitcasting is becoming popular in cities where TR operates, he said.

Longer Convention

(Continued from page 29)

ing departments. Largest single proposal for expansion centers in Broadcast Advertising where a long list of projects has been prepared with the idea of expanding industry revenues.

Proposal may come before the board to set up a special scale of television dues. NAB and Television Broadcasters Assn. joint committees have submitted a cooperation plan.

Other pressing problems to come before the board include the approaching new ASCAP contract; oft-heard proposal that SESAC offer alternative rates based on performance; international broadcasting developments, including conferences; plea of the FM Executive Committee for a fulltime FM Dept.; review of early draft of script of All-Radio Presentation film.

RCA Communications Reserve Unit Activated

ACTIVATION of an organized reserve unit of members of the RCA Communications staff took place at a luncheon last Thursday at the Officers Club at Governors Island, New York.

Maj. Gen. L. C. Jaynes, Commanding General of the New York, New Jersey and Delaware military district, presided at the ceremonies. Maj. Gen. H. C. Ingles, retired Chief Signal Officer of the Army and now president of RCA Communications, attended.

RICHMAN Bros., Chicago, (clothier) has doubled its time on WMAQ Chicago by buying Jim Hurlbut's *Reporter-at-Large* (six-a-week, 11 p.m. CST) through McCann-Erickson, same city. It previously sponsored the 10:15 p.m. newscast (three-a-week), which was cancelled when the new contract went into effect Nov. 1.

WMIN Rates

IN THE listing of hourly one-time rates for Twin City radio stations in the following market study, WMIN (St. Paul) shows no hourly advertising rate. Basic half-hour rates are indicated at the bottom of the table (page 14 of insert) by double asterisks, omitted in the table itself.

KRSC-TV WILL SIGN THREE TV NETWORKS

KRSC-TV Seattle, which plans to start telecasts Nov. 25 (see story, page 80), expects soon to announce arrangements made with NBC, ABC and DuMont Television networks for regularly-scheduled programs. This was disclosed last Tuesday by P. K. Leberman, KRSC-TV president, at the Seattle Advertising and Sales Club.

Mr. Leberman said eastern sustaining and commercial TV programs would be available on KRSC-TV through the use of kinescope recordings. Cable connections between the East and San Francisco are not expected before 1951, he added. Station will launch Tuesday-through-Sunday schedule, beginning 5:15 p.m. with a children's show. Regular programs will be telecast from 7 to 9:30 p.m.

Mr. Leberman appeared on the Club's special program titled "Advance Inside Look at Television." He was introduced by Robert Priebe, KRSC-TV general manager.

Highway for KRON-TV

KRON-TV San Francisco is nearing completion of a three-lane $80,000 highway to its television site at the summit of the San Bruno hills, just south of San Francisco. It is expected that construction of the transmitter building will start about Dec. 1.

NATIONAL PLYWOODS INC., Chicago, for Amerwood, product of American Industries Inc., Syracuse, N. Y., is sponsoring *Second Guessers*, comedy quiz show, on WENR-TV Chicago, Sunday, 9-9:15 p.m. (CST).

NBC AFFILIATE
WORZ
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

A Continuing Study of Major Radio Markets

Minneapolis-St. Paul

2nd Best Known Woman in America*

Betty Crocker

OF GENERAL MILLS

America's most helpful homemaking authority—known to 97.7% of all housewives. Her time-honored radio program is the oldest continuous feature on the networks today.

*(1st place is traditionally awarded to the wife of the President of the United States)

Eighth of a Series

GATEWAY
TO THE MINNEAPOLIS-ST. PAUL
MARKET
Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — for KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.
KSTP
NORTHWEST NETWORK N.B.C.
KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
KSTP
MINNEAPOLIS ... ST. PAUL

Eighth of the BROADCASTING *Continuing Studies of Major* Radio Markets

By JOHN OSBON

THE Northwest's illustrious twins —Minneapolis and St. Paul—drop their hatchets, embrace affectionately and shout ringing denials every time they hear that the only thing they have in common is pride in the juggernaut of the Golden Gophers of the U. of Minnesota.

These abutting metropolises, blessed by Mother Nature with more than their share of resources, have jointly, if competitively, risen to commercial, industrial and electronic eminence in the vast Northwest while zealously building a far-flung reputation as the "nation's bread-basket."

The cities are truly twins, from many viewpoints. Just as truly, they are distinct units, depending on the subject under discussion. In any case, they comprise one market, and the signals from their up-to-date radio stations have a habit of ignoring municipal geography.

In trade, Minneapolis and St. Paul are a unit on the wholesale level but their retail centers are distinct except for a certain amount of inevitable overlap.

Radiowise, some differences crop up in listening tastes, possibly because of population traits. St. Paul is described as partly rural and heavily Irish and German in descent; Minneapolis is Scandinavian.

Recreation Facilities Well Matched

The two cities are well matched recreationally, with fine parks, lush winter spectacles and common participation by residents of each.

The reputed rivalry's there, though often described as healthy, kindly and remarkably free from bitterness, indicating that geographical blood is thicker than partisan water.

These facts and figures stand up imposingly on behalf of the Twin City market area:

For Minneapolis, headquarters for the ninth district Federal Reserve Bank:

• Bank deposits in Jan., 1948, totalled $1,097,665,552 and clearings in 1947 totalled $12,468,293,509.

• 1947 wholesale sales were estimated at nearly $1,500,000,000 and retail sales at over $600,000,000.

• Net effective buying income in 1947 was $6,122 per family, $1,856 per capita, with total of $1,018,028,000 overall.

• Percent radio was 98.7% and radio families, 154,840 (out of 156,880 total families), according to BMB's 1948 interim reports.

• Retail sales were nearly $750,000,000 in 1947. Wholesale sales over $1,620,000,000.

For St. Paul, Minnesota state capital:

• Total 1947 payroll of $285,784,039 jumped approximately 65% over 1940 with industry accounting for 45% of the entire payroll.

• Net effective buying for 1947 was $5,621 per family, $1,597 per

(Continued on page 4)

Minneapolis-St. Paul

(Continued from page 3)

capita, with an overall total in excess of $540,000,000.

• Percent radio was 98.7% and radio families, 87,350 (out of 88,500 total families) BMB, 1948.

• Retail sales were over $460,000,000. Wholesale sales nearly $510,000,000.

The role of the farm dollar in the Northwest market can be gleaned from figures pertinent to Minnesota for 1947. The state's cash farm income accounted for 54% of the entire ninth Federal Reserve district net income. In fact, it represented $1,331,000 (or 38%) of the lump sum of the $3,446,000 estimated net income payments to individuals in Minnesota.

St. Paul's effective buying income in net farm dollars points up auspiciously its huge farm trade activity and role as probably the nation's second leading livestock center. Certainly it is the distribution hub of the Northwest farm country.

Little wonder that in this market of silos and smokestacks, radio should satisfy many of the commercial and recreational needs of the citizenry.

Six Commercial Outlets In Twin Cities

Accounting for an estimated $3,500,000 billings in the Twin Cities last year were six commercial AM stations—four network and two independent. Observers point out that the market is not glutted with outlets; indeed, there has been no new standard station since 1940 though three applicants have Minneapolis CPs.

Minnesota's two most thickly-populated counties are Hennepin (Minneapolis) and Ramsey (St. Paul). A survey of the whole Twin City area by the Dept. of Commerce's U. S. Census Bureau in 1947 showed a population of 1,006,278, including related suburbs. The approximate breakdown: Minneapolis, 530,000, and related suburbs, 70,000; St. Paul 351,000, and related suburbs, 49,000.

MELVIN E. DRAKE
Vice-President and General Manager
WDGY

Geographical Location of Minneapolis-St. Paul

Interpreting the growth since 1940 the survey noted that Minneapolis accounted for a 7.6% boost, an increase greater than that for the full 10 years between 1930 and 1940. It's greatest growth took place in suburban areas.

St. Paul also showed a considerable increase. The entire Twin City metropolitan area showed a 10% increase over 1940's figure of 911,077. The Census Bureau also found that the number of private households in the area jumped from 261,000 to 287,000 in 1947.

Radio Advertiser List Is Impressive

Some of the heavy users of Twin City radio (aside from larger firms such as Ford Motors, Lever Bros., etc.) include Griggs Cooper & Co., Campbell Cereal Co., Zinsmaster Baking Co., Gamble Stores, Hubbard Oil Burner Co., Weyand Furniture Co., Boutell Bros., Durkee Atwood Co., National Battery Co., Minneapolis Brewing Co., Albrecht Furs, Juster Bros., Holmes Coal & Oil Co., Koppers Co., Chicago & North Western Railway, Minnesota Federal Savings & Loan Assn. and Twin City Federal Savings and Loan Assn.

Department stores and banks are prominent on the list. Such firms as L. S. Donaldson Co., Golden Rule Dept. Store, W. T. Grant Co., Schunemans Inc., Montgomery Ward & Co., and Sears, Roebuck & Co., are confirmed disciples of the radio medium.

Because Minneapolis is located in an agricultural area, food processing is its largest manufacturing industry. Its leading industries, based on average annual employment in 1947 (as reported for purposes of unemployment compensation): (1) food and other kindred products, (2) machinery other than electrical, (3) fabricated metal products, (4) printing and publishing (the city ranks fifth among such centers in the U. S. with about 400 establishments) and (5) apparel and other fabric products.

A leading subdivision of the food category—and perhaps best known—is milling. In fact one of the first business establishments in the area was a mill to provide flour for soldiers at Fort Snelling. From 1882 to 1930 Minneapolis was acknowledged the top flour-producing center in the country but now ranks under Buffalo and Kansas City. It remains the hub of the milling industry by dint of headquartering the five largest wheat flour milling companies in the U. S.: General Mills, International Co., Pillsbury Mills, Commander-Larabee Co., and Russell Miller Co.

Minneapolis is also home of the Minneapolis - Honeywell Regulator Co., which manufactured the automatic pilot control used to guide B-17s through the atom bomb tests at Bikini.

1948 Employment Hit New Record High

It is important to note how employment is spread in Minneapolis by industry groups. The city's employment in July 1948 had surged to a point 5,600 higher than that for July 1947, according to the Minnesota Division of Employment and Security. Wholesale and retail trade showed the largest gain. According to MDE's August review, a supplement to "Labor Market Trends," the breakdown was as follows: Manufacturing, 66,697 (of which food and kindred products comprised 12,410); wholesale and retail trade, 59,235; service, 32,055; utilities, 24,630; government, 17,220; finance, 14,430; construction, 8,850, and others, 1,200. Total industry and non-agricultural employment as of July 1948: 224,317.

No comparable figures on St. Paul employment were available for that period. An April 1947 estimate, however, broke down employment by industry groups as follows: Manufacturing, 36,300; wholesale and retail trade, 31,000; service, 22,200; utilities, 14,800; government, 11,700; construction, 10,400; meat packing, 8,000; finance, 7,500, and others, 3,900.

It should be noted, in a comparison of figures with Minneapolis, that employment in construction holds a higher rank in St. Paul; construction appears further removed from the saturation point there than in the larger city, especially in the "loop" area. The relative role of meat packing in St. Paul should also be kept in mind.

Construction Boom Continues in Force

This is not to suggest a dearth of building in Minneapolis, where permits for July 1948, for instance, were evaluated at $2,577,390—an increase over the same month last year. High month was last April when $4,551,844 was registered for some 881 permits. The city's whole 1947 evaluation broached the $31,000,000 mark, with more than 6,000 permits. For St. Paul the July 1948 total was $2,017,370, compared with $2,359,770 for July 1947. These are figures released by the Federal Reserve Bank of Minneapolis.

In the matter of debits, the Federal Reserve Bank of Minneapolis recently hailed figures for the period January through July 1948 as evidence of a "business boom." The seventh-month total: $7,332,888,000—a 15% increase over last year's similar period. St. Paul's banks recorded a comparable boost for the same period with $3,273,575,000. Bank deposits, attesting the prosperity of the twin markets, were listed at $1,097,665,552 for Minneapolis, $529,500,893 for St. Paul.

St. Paul's primary manufacturing firms (employing more than 1,000 people) include: American

MERLE S. JONES
General Manager
WCCO

Hoist & Derrick Co., Brown & Bigelow, Ford Motor Co., Minnesota Mining & Mfg. Co., Seegar-Sunbeam Corp., Waldorf Paper Products Co., Western Electric Co. and Griggs, Cooper & Co., to name a handful. In addition, such nationally-known meat packing concerns as Swift, Armour and Cudahy maintain large plants in South St. Paul. More than 7,000 people are employed by the packing industry. International Harvester and Raymond Laboratories, as well as the famous Sears, Roebuck & Co. and Montgomery Ward & Co., also have plants there.

Accounting for St. Paul's 1947 payroll total of $285,784,039, according to the Industrial Dept. of its Assn. of Commerce, were primarily manufacturing and trade. Breakdown: Manufacturing, $127,072,360; trade, $77,457,261; utilities, $24,721,228; construction, $20,221,700; service, $18,215,397; finance, $17,304,903, etc. Manufacturing comprised 44.7% of the total, trade 27.1%. Manufacturing and construction showed the largest increases over 1940.

Railroads Converge On Important Market

Minneapolis and St. Paul are well supplied with transportation facilities to meet any type of demand. Ten trunk line railroads, operating 59,339 miles to serve 21 states, give them advantageous locations as distributing centers. Four of these are transcontinental railroads.

Inasmuch as the cities afford river navigation on the Mississippi River, regular barge service is maintained to and from New Orleans in season. In Minneapolis five docks with railroad connections are available, with three barge companies handling the water traffic. St. Paul's municipal barge terminal and storage facilities are among the largest on the upper Mississippi.

The Saint City has one of the largest "tank farms" on the waterways system for gasoline and other petroleum products. It emphasizes the fact, as "important to all shippers," that it is close to the geographical center of the American continent. Minneapolis is served by the Great Lakes Pipe Line which feeds fuel oil and refined gasoline from oil fields in Texas, Arkansas, Oklahoma and Kansas to Minneapolis and other upper Midwest cities.

Harbor Project Plan To Aid Both Cities

Only last summer Minneapolis paid the government $1,100,000, marking the beginning of the final phase of the Upper Mississippi River plan. On the drafting boards for 25 years, the $18,000,000 project will create an upper harbor for Minneapolis within five years. It will extend the navigable portion of the river to include what U. S. Army engineers have termed the "finest inland harbor in the world."

Easily accessible to both cities is the municipal airport at Wold Chamberlain, 9.2 miles from downtown Minneapolis. It ranks as the fourth busiest of 43 major airports in the country. Another, Holman Airport, is only five minutes from St. Paul's business district. Five major airlines serve Minneapolis: Northwest, Mid Continent, Western, Capital and Wisconsin Central. St. Paul is serviced by Northwest (which has headquarters there) and Mid Continent.

Educationwise, the Minneapolis Board of Education, which operates the city's public schools, maintains 73 elementary schools, 11 junior high schools and 11 high schools. There are numerous parochial, private and professional schools as well. Perhaps Minneapolis is best known for its U. of Minnesota, which has 16 colleges and schools. The main campus is located above the Mississippi near St. Anthony Falls. The university is now enjoying its largest enrollment in history and the second largest in the country. In 1947 it had 28,312 enrolled.

School Histories Date Back 75 Years

St. Paul boasts two Catholic and two Protestant liberal arts colleges. The U. of Minnesota's College of Agriculture is also located in that city. Most of the colleges have been established for more than 75 years.

Twin City broadcast operations include KSTP (NBC and Northwest Network), WCCO (CBS), WTCN (ABC and Dairyland Network), WLOL (MBS), and two independents, WMIN and WDGY. WDGY is owned and operated by the Stuart Investment Co., also operating KOIL Omaha and KFOR Lincoln. A seventh—KUOM—is a non-commercial outlet operated by U. of Minnesota. Forthcoming stations include KTIS, KYDS and KEYD, the last-named under the banner of the Family Broadcasting Corp.

Twin City stations appeared in the following order (by present call letters): KUOM (1922), WDGY (1923), WCCO (1924), KSTP (1928), WTCN (1934), WMIN (1936), and WLOL (1940).

Of the group KSTP, WTCN and WMIN have FM outlets. Others are KBTR, licensed to the Bethesda Free Church whose president is H. B. Prince, and KIMW, both Minneapolis. WTCN-FM had temporarily suspended operations during installation of its TV antenna atop Foshay Tower.

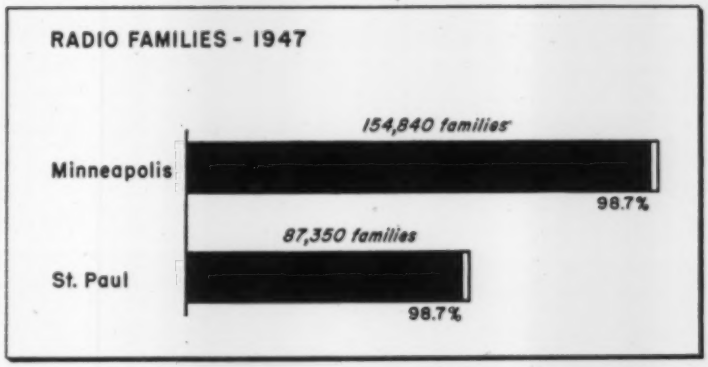
KSTP-TV (Channel 5) is the only television station on the air but WTCN-TV expects to begin soon on Channel 4. Video applicants are Independent Merchants Broadcasting Co. (WLOL-TV) and Beck Studios, both for Channel 7; WMIN for Channel 2 and Northwest Broadcasting Co. (KTRV) for Channel 9.

Beck Studios last year leased 11,000 square feet in Minneapolis' Lyceum Theatre building, with priority on video rights to legitimate shows playing there, as well as for use of the stage. And last April its subdivision, Twin Cities Television Laboratories, opened a TV school offering video and production courses under its training director, Ernest Colling, formerly with NBC. The firm also had submitted an FM bid.

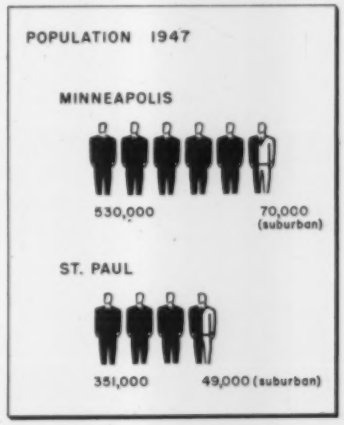
Interlocking interests of Northwest Broadcasting Co. and Minnesota Broadcasting Corp. blur an otherwise clear Twin City TV picture. Northwest is owned 100% by Minneapolis Star & Tribune Co., (which in turn is controlled by the Cowles group), and its application was approved by FCC last March. Later, however, its grant was made subject to the Minnesota Tribune Co. disposing of its 14.6% in the Minneapolis Star & Tribune Co., or 50% interest in WTCN and WTCN-TV. FCC ruled its interlocking interests in two Minneapolis TV grantees had been overlooked in the Northwest grant and ordered separation.

CBS coverage in the Northwest market area is provided by WCCO, owned and operated station, whose general manager is Merle S. Jones. Prior to 1947, when he assumed managerial reins, Mr. Jones had managed WOL Washington, and KMOX St. Louis. He contends WCCO has made itself "a part of the community," and is truly a "good neighbor to the Northwest."

The station is strong on the development of local and regional personalities.



There are a total of 242,190 radio families in Minneapolis-St. Paul according to BMB.



Adams Is Well-Known In Local Circles

Cedric Adams, who has a large following, has two daily newscasts (sponsored by Procter & Gamble and Purity Baking Co.) and emcees *Starway to Stardom*, and *Phillips Talent Parade*, both amateur talent shows. In addition, he is constantly making personal appearances in neighboring cities and states. Other WCCO personalities are Bob DeHaven, Larry Haeg, and George Grim, another newscaster of renown.

Pride of WCCO's news department is its documentary unit, which has produced such pieces as *Neither Free Nor Equal, As the Twig Is Bent*, and, more recently, the full-hour *Arrows in the Dust*, which was fed to CBS. The department is headed by Sig Mickelson, director of news and special events.

KSTP, NBC's Twin City outlet, had an historical beginning dating back to 1928 when President Coolidge threw a key at the White House and set in operation its transmitter. The station has come a long way since then under the shrewd guiding hand of Stanley E. Hubbard, president, general manager and co-founder, as well as owner. A radio veteran in more than one way, he built, in 1912, the first amateur radio transmitter in Minnesota.

Hance Joins Hubbard In Pioneering KSTP

When KSTP was organized, Mr. Hubbard sought and secured the services of another pioneer radio veteran, Kenneth Hance. Also a KSTP 20-year-man, Mr. Hance is vice president and treasurer, appointments made in 1936. As far back as 1922, he pioneered in

(Continued on page 6)

Minneapolis-St. Paul

(Continued from page 5)

broadcasting by co-founding WDAY Fargo, N. D.

An effort two years ago by the Crosley interests to purchase KSTP was opposed by civic groups. The station was to remain identified with the image of family life in the Twin Cities. Its *Barn Dance* is sponsored by Standard Oil (Indiana) and Hilltop Farm seeds.

Heading ABC operations at WTCN is F. Van Konynenburg, associated with the station since 1934. He replaced C. T. (Swanee) Hagman as vice president and general manager in July 1946. Before that Mr. Van Konynenburg served as salesmanager. He had managed the St. Paul office since 1941. The station maintains five fulltime salesmen under leadership of Bob Ekstrum.

Cliff Rian, publicity director, doubles as John Ford, local newscaster. Other WTCN favorites are Sheelah Carter, news analyst (heard over 16 stations) and Arleth Haverle, with a women's participation show (25 minutes, Mon. through Fri.). Miss Haverle has been on the air 14 years.

WTCN Is Key Outlet In 'Dairyland'

WTCN is a key outlet in Dairyland Network, comprising KATE Albert Lea, KWLM Wilmar and KWNO Winona, all Minnesota. Network headquarters are located in the Wesley Temple Bldg., home of WTCN.

WLOL is the market's newest standard operation. The Mutual Twin City outlet is headed by Chicago radio men. President and general manager is Norman Boggs, who until January 1946 was sales manager of WGN Chicago; vice president and commercial manager is C. T. (Swanee) Hagman, former general manager of ABC Central Division and prior to that at WTCN, and Dick Enroth, also from WGN. Mr. Boggs handles the national accounts, Mr. Hagman the local.

Mr. Boggs sees the Twin City market as one, particularly, of listener loyalties. The station stresses disc and sports shows. One of its best is *B P Ranch*, aired daily 12:30-1 p.m. WLOL carries U. of Minnesota basketball games (home and away) and a recorded and transcribed version at night of the university's football contests, the only station to do so, though others carry the actual Saturday broadcasts. Mr. Boggs' theory is that there is an audience on Saturday evening for the transcribed playbacks. Co-sponsors of Miller baseball games were Twin City Federal Savings & Loan Assn. and Brown Clothiers.

WDGY, an independent, was founded in 1923 by the late Dr. George W. Young, jeweler. Now owned and operated by Stuart Investment Co., it is managed by Mel Drake.

J. VAN KONYNENBURG
Vice-President and General Manager WTCN

Biggest mail pullers of the station, which stresses local accounts, are *Friendly Time*, *Stork Corner*, and *Town Market*, with the *Polish Hour* also popular.

WMIN was founded in 1936 by the late Edward Hoffman, former furniture dealer turned radio proprietor. Last September Frank M. Devaney, who had served previously as Mr. Hoffman's assistant, was appointed general manager. Mr. Devaney, with the station since its advent, served variously as announcer, production manager, and assistant general manager. (The appointment was made by executors of the estate, who simultaneously denied any probability WMIN would be offered for sale.)

WMIN has adhered to a basic formula of music, news and sports. It was one of the first stations to conceive and practice "mood" or block programming.

Retailer Sponsors Are WMIN Boast

"News of the Hour On the Hour" has become a St. Paul byword. WMIN claims it handles more major retailers in the Twin Cities than any other station. Its percentage of renewals averages 60%. Many of the accounts are 10-year advertisers. Largest department store users of radio are Golden Rule, Schuneman's and Emporium.

Prime-mover behind the imminent infant in the area, KEYD, is Lee L. Whiting, whose 15-year radio and agency background are helping him launch the market's sixth commercial AM station. For the past two years Mr. Whiting has been associated with Lloyd William Nelson Advertising, Minneapolis. Previously he was manager of WDGY, commercial manager of WTCN and still earlier a saleman at KSTP.

Family Broadcasting Corp., holder of the KEYD CP, is set up with 60% of stock held by members of the Christian Businessmen's Committee Inc., the remaining 40% by Mr. Whiting. Personnel will comprise Mr. Whiting as general manager; Harold Winthord, commercial manager; John McKnight, program director, and Harvey Headen, chief engineer.

The station, whose $160,000 studios are housed at 9th and Hennepin, Minneapolis, will direct "leather-jacket appeal to the family mass," according to Mr. Whiting.

On the non-commercial level KUOM, the U. of Minnesota's owned and licensed outlet, has utilized its facilities since 1922 to present educational, cultural and informative programs. It has also served the vocational interests of rural listeners. Burton Paulu, currently on a year's leave, is general manager.

KUOM-FM expects to be on the air this fall. Envisioned are FM booster stations to relay programs statewise.

In the Twin Cities market many top agencies handle an imposing list of national, regional and local billings. Ranking foremost, not necessarily in this order, are McCann - Erickson, BBDO, Knox Reeves, Bozell & Jacobs, Campbell-Mithun, Erwin, Wasey & Co., Manson - Gold - Miller, Bruce W. Brewer, Erland Adv., Olmstead & Foley Adv., Firestone-Goodman, Melamed-Hobbs & MacKenzie. David Inc., and Bronson West headquarter in St. Paul.

Pillsbury Joins Radio Top-Level Ranks

When Pillsbury recently bought a 15-minute segment of *Kay Kyser's Kollege of Fun and Knowledge* and the Galen Drake strips—both across-the-board on 213 ABC stations—it became one of the medium's ranking advertisers. Last year the milling firm allotted radio between 30 and 35% of all media appropriations; its billings were around $750,000. With its two new shows, as well as *Grand Central Station* (Saturdays, 129 CBS outlets) and Bob Trout (Sundays, 56 NBC outlets) and some spot coverage — overall, today's figure crowds the $2,500,000 mark.

Handling much of this juicy advertising plum (excepting Galen Drake) is McCann-Erickson, Minneapolis, whose vice president in charge of the Pillsbury account is G. Victor Lowrie. Vice president and general manager is Jackson Taylor; vice president in charge of regional and local accounts is John Pidgeon. Mr. Lowrie's assistant, Alden R. Grimes, buys time on Pillsbury regional accounts while serving in various capacities of radio director, timebuyer, and account executive. Mr. Grimes headed the radio department proper at one time.

Agency's top billings last year, aside from Pillsbury, were Gluek Brewing Co., $55,000, and Twin City Federal Savings & Loan Assn., $25,000. The brewery's 1948 radio appropriation is substantially higher—about 40%—according to Mr. Grimes, with the firm expanding regionally beyond Minnesota. Seven stations have been added to a schedule already calling for KSTP and those of the Northwest and Arrowhead networks. Gluek uses spots almost solely, with the exception of its nightly *Music of Manhattan* on KSTP. However, the agency plans to substitute programs in some markets.

McCann-Erickson Proud Of Twin City Assn.

One of McCann - Erickson's brightest success stories is that of the Twin City Federal Savings and Loan Assn., mentioned above. Banks in the Twin Cities, as elsewhere, are waking to the value of radio. The association's president, Roy Larsen, long ago realized that fact. Today he attributes its 25-year growth to advertising in general, and radio in particular to which a large portion is siphoned.

Twin City sponsors early evening newscasts (with Cal Karnstedt on KSTP) four times a week, and football previews and reviews in periods adjoining U. of Minnesota games on WCCO. In addition, Twin City has bought a two-hour Sunday show on upcoming KEYD and spots on WCCO effective Dec. 1. During the recent season the association co-sponsored Minneapolis Miller baseball games.

Another success story concerns Northland Milk & Ice Cream Co. After a quarter-century, the firm entered radio with *The Shadow* (Mutual co-op), which it has renewed on a 13-week basis.

General Mills is the principal client of Knox Reeves Adv., which handles approximately $4 million in radio billings for the milling firm. Billings of local clients are about $350,000. The agency handles radio for General Mills on Wheaties, Bisquick, Betty Crocker Soups, Crustquick, Drifted Snow.

(Continued on page 10)

STANLEY HUBBARD
President and General Manager KSTP

Keep your eye on WDGY!

Autumn, 1948, finds this long-established Twin City station definitely going places.

Construction is progressing on our new, 9-tower, 50,000-watt transmitter . . . the only one of its kind anywhere.

Not a bad idea to tie up *early* with a station that's energetically on its way to bigger things!

WDGY Minneapolis—St. Paul

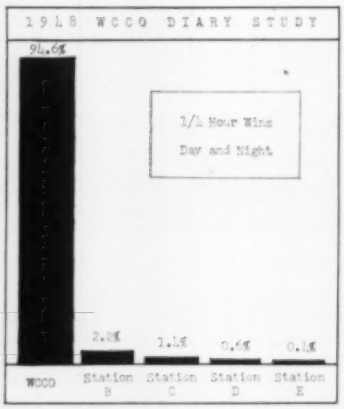
Represented Nationally by AVERY-KNODEL CO.

(ADVERTISEMENT)

WCCO AUDIENCE SWEEP

1948 Diary Study Shows Station 19-1 Choice in 128 County Area.

COLUMBIA'S MINNEAPOLIS-ST. PAUL outlet delivers one-third more listeners than all other Twin Cities radio stations combined, throughout the rich 128 county northwest territory that is WCCO's intense listening area. (According to the 1948 Diary Survey conducted by Benson and Benson, Inc.) Out of the 500 quarter hours polled for an entire broadcasting week, the CBS station was first choice of listeners in 473—a 19-1 win. This gives the station what is believed to be the greatest major market audience preference in the United States.



These findings are of particular significance in view of the fact that 21 new stations have added service to the area in the past few years. Although the study reflects the element of attrition in the "all others" column, the WCCO preference has actually *increased* over the study made in 1946.

When broken down for the outside area only (counties outside the Minneapolis-St. Paul Metropolitan Area) the preference is even stronger. These outside listeners in cities and villages and on the farms credit the station with delivering 4½ times more listeners than all other Twin City stations combined. One of the most interesting revelations is the fact that not one of the then current top network shows on the competition beat the opposing program on WCCO.

Particularly significant is the lead shown by WCCO local programs. Local segments in the news, public service and variety classifications come in with some healthy showings. Cedric Adams, long considered one of the top non-network gabbers, got a neat 31.4 *rating* on his noon time strip and backed it up with a hefty 26.9 for his 10 p.m. evening news. Quizdown, the nationally syndicated feature, only two months old on the station, earned a twelve rating. A two hour variety block, 6 to 8 p.m. Saturday nights, made up of four one-half hour live audience shows, averaged 19.5 and a 25 minute western variety piece, 10:05 to 10:30 a.m. Sundays, walked off with a 12.5.

Needless to say, the station is enjoying the heaviest local and national spot billing in its history.

Summer Sales Drive Shows Hot Results

A SPECIAL campaign, designed to "hold that line" on business during the traditionally low summer billing period, has paid off for WCCO. The results were so successful during the experimental campaign last summer that the project will become a permanent selling pattern for the station.

When the score was added up at the close of the four month period, sales department quotas had been squarely met, and the station has sufficient proof to believe the advertisers involved obtained satisfactory results.

One of the by-products of this campaign is the very interesting record of "why they do" and "why they don't" advertise during summer months—information obtained by exposing clients and their agencies to the WCCO appeal for 52 consecutive week business.

HPL SETS RECORDS

JOHN TRENT, director of the Housewives' Protective League-Sunrise Salute on WCCO, has established several national records for audience response. In his third week on WCCO, Trent drew 1188 $2 orders for Omnibook magazine. Ad man Cecil Hoge wired, "That established a new record for Omnibook at a cost of one-third less per order."

As the result of the latest California Fig Institute campaign over WCCO, Elwood Robinson wrote, "Your program ranked first in the country with the lowest cost per inquiry."

For the M. A. Gedney Company, Ray Jenkins, vice-president of Erwin, Wasey & Company, Inc., observed, "After fifteen years in radio it was hard for me to realize that a participating program could immediately obtain the popular acceptance which has been so apparent since your program started on WCCO."

Farm accounts find "Sunrise Salute" productive in WCCO's 128 counties of the BMB 50-100% area. Witness the success of the Kerr glass SUMMER campaign of some nine weeks which collected 18,000 requests for a booklet on home canning. The program is Monday through Saturday, 5:30-6:30 a.m.

WCCO Farm Service Director Larry Haeg, right, interviews the Associate Director of the Minnesota Agricultural Experiment Station, Dr. H. Macey, at a field demonstration of soil conservation.

HAEG TACKLES SOIL PROBLEM

WITH ABOUT one-third of the good top soils of this country already washed away, little time can be wasted in preserving the valuable soil that is left. The Minnesota Agricultural Extension Service is tackling this problem in the rich northwest.

In cooperation with Larry Haeg, Farm Service Director of Radio Station WCCO, the extension service planned a series of meetings called Hay & Pasture Field Days. Scheduled in ten different counties throughout the state, farmers were invited to attend and watch actual demonstrations of up to date methods of soil conservation and better farming practices. Experts from the University Farm, farm equipment dealers, local civic and farm organizations worked hand in hand to make these demonstrations a success.

Larry Haeg publicized these meetings on his programs over WCCO, giving the exact location of the farm to be used for each experiment, explaining the activity in detail and urging each and every farmer in the area to attend. On the day of the demonstration he set up his equipment in the field, and in addition to serving as master of ceremonies, recorded interviews with officials and farmers in attendance. These recorded programs, containing valuable information for those who were unable to attend, were broadcast the following day. Approximately 65,000 farmers attended the events, and many thousands more listened eagerly to the radio broadcasts on WCCO.

WCCO GOES TO THE MINNESOTA FAIR

WCCO ALWAYS has been closely identified with the Minnesota State Fair, one of the five largest in the United States. In covering the 1948 event, the station stressed personal contact with its listeners. As a result, 58 members of the staff spent 470 man hours at the Fair meeting and shaking hands with 75,000 people.

Every personality and announcer spent every spare moment at the WCCO booth and at various displays. During the 10 day period, 1500 visitors had their voices recorded. One of the most pleasant assignments was the passing out of 25,000 thimbles to farm women. Made of blue plastic, with grey lettering, the thimbles were enthusiastically received by women from every corner of the vast listening area of the station.

Fair visitors not only met their favorite radio personalities, but actually saw them produce their shows. Local production was moved from the studios to the fair grounds with the result that 47 programs, totalling 905 minutes of broadcasting, originated from an attractive stage in the popular new Horticulture Building.

Cedric Adams was asked to originate his regular Noontime News from the rotunda of this building, which he did every day before crowds estimated at between 5,000 and 7,000 standing people.

Including the Adams noon programs, 27 news shows were originated on the grounds, as well as an extensive series of agricultural shows under the direction of the WCCO Farm Director, Larry Haeg.

Station Earns Twelve Awards

No less than *twelve* awards for public service broadcasts last year were won by "The Good Neighbor to the Northwest," radio station WCCO in the Twin Cities.

These awards included:

George Foster Peabody Citation
Radio Station WCCO
"As the Twig Is Bent"

Institute for Education by Radio—
Ohio State University
First Award to WCCO
"Northwest News Parade"

City of Minneapolis
Distinguished Service Award
for Betterment of Community Life
Radio Station WCCO
"Neither Free Nor Equal"

Special Citation
American Newspaper Guild
Heywood Broun Award
"Neither Free Nor Equal"

"Stick o' Type" Award
Chicago Newspaper Guild
"Neither Free Nor Equal"

Percy Villa Newsboys Club
Twin Cities Award
"Neither Free Nor Equal"

Page One Award
Minneapolis Chapter—Newspaper Guild
"As The Twig Is Bent"

Special Citation
Variety
For Promoting Racial Understanding
"Neither Free Nor Equal"

1948 Radio Award of
Pi Epsilon Chapter of
Phi Beta National Professional
Fraternity of Music and Speech
"Neither Free Nor Equal"

The Billboard Award for
Outstanding Achievement
in Radio Programming to WCCO
"Let's Listen to the Classics"

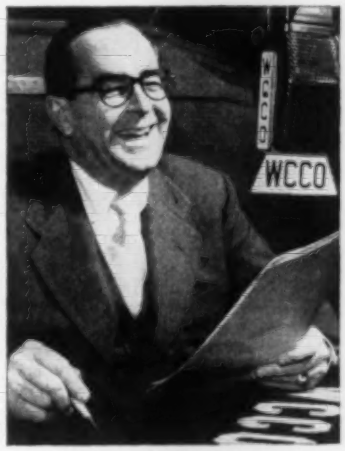
National Conference of Christians and Jews
Citation of Distinguished Merit
"Neither Free Nor Equal"

The Billboard Award for Outstanding Achievement in Radio Programming
Public Service Programs
"Neither Free Nor Equal"

Checking the results of its 1948 Listener Diary, WCCO found that this accent on public service had paid off in ratings, too. Contrary to the belief that public service offerings seldom draw big audiences, WCCO's shows not only copped major awards but also contributed their share in helping the station earn its 19-to-1 audience lead in quarter-hour "firsts" throughout the week (see opposite page).

THEY CALL HIM "MR. NORTHWEST"

THE MOST influential citizen in the Northwest is not a politician nor a farmer nor a football coach. He is a pleasant, unruffled radio broadcaster and newspaper columnist. He wins friends and influences people with an easy, almost careless, mike manner, yet he hits the rating jackpots with regularity. His name is Cedric Adams.



WCCO's famed Cedric Adams.

Frequently referred to as Mr. Minneapolis, Cedric Adams now is engaged in a backbreaking "county fair" circuit of personal appearances, talent shows, news broadcasts and benefit appearances which have already changed his title to Mr. Northwest. The personable Northwest favorite has been covering the WCCO area within a radius of 300 miles of Minneapolis with a whirlwind schedule which would put the old time tent show circuit to shame. Adams climaxed his summer schedule when he presented his 10 p.m. news broadcast from Watertown, South Dakota, which is over 200 miles from the Twin Cities. Three thousand people watched him deliver news which had been telephoned from the WCCO newsroom in Minneapolis.

While Adams' reputation was established with his 12:30 Noontime News and popular 10 p.m. Nighttime News, he has branched into the talent-hunting field with his "Stairway to Stardom" and "Phillips 66 Talent Parade," both half-hour programs. He has auditioned 785 amateur acts for his talent programs, travelled 28,950 miles, appeared in 61 towns before 155,300 people. All this in the past nine months in addition to writing seven columns a week for the Minneapolis Star and the Sunday Tribune, with 13 news broadcasts each week over WCCO thrown in for good measure.

Cedric's easy-going manner is deceiving. In a typical week he frequently will make seven or eight personal appearances—he prefers to originate his news broadcast at remote civic events returning each evening to his home in Minneapolis where he catches a few hours' sleep before beginning the next day's grind. Adams tries to spend several hours each morning at his office in the Minneapolis Star-Tribune Building interviewing people and gathering material for his daily column. He strolls into the WCCO newsroom just in time to screen his news before it is broadcast over a special network from WCCO.

The Adams touch was demonstrated at a recent Damon Runyon Cancer Benefit in Minneapolis when Ethel Waters, Victor Borge, Bert Lahr, and Joey Adams responded to his invitation. In a two-hour benefit broadcast, and in response to Adams' urging, the good people of the Northwest area contributed $35,000 to cancer research. Contributions were received from as far away as Salt Lake City, Utah, and Chicago, Illinois.

WCCO

(ADVERTISEMENT)

Saturday Night Radio Party

THE WCCO program department has come up with a happy solution to a Saturday night problem which plagued it every time program ratings were released. And increased listenership is just one phase of the success of the four one-half hour programs which compose the WCCO Saturday night line-up. Individually the programs are "Stairway to Stardom" with Cedric Adams, "Red River Valley Gang" with Bob DeHaven, "Phillips 66 Talent Parade," and "Murphy Barn Dance."

See Diary Story opposite page

Gene Wilkey, WCCO program director, stated, "The success in ratings on the two-hour block is the result of grouping strong local personalities." The studio audiences have been encouraging. Wilkey added, "Sixty-eight thousand have seen the four programs since the series began."

The station has used its Saturday night shows to accomplish a solid public relations job for the several advertisers. When the programs are presented in remote cities, the local distributors and dealers are included in the planning and presentation. Their help is valuable in lining up talent and in completing local arrangements. And more important they have a vigorous interest in the sponsor's program and advertising efforts. It amounts to taking the station to the people of the Northwest.

Fergus Falls, Minnesota, a town of 14,000, presented its "Know Your Own Strength" week, and the climax to this activity was the WCCO two-hour Saturday night show and broadcast. Over one hundred staffers made the trek to Fergus Falls—a distance of 200 miles from Minneapolis. Proof of the success: a total attendance of six thousand.

In summarizing the attraction of WCCO local personalities on the two-hour segment, Wilkey said, "The sets in use total for the entire Twin Cities area almost doubled. This is proof that top local programs can compete successfully with network give-aways."

CBS star Arthur Godfrey clowns for a moment during a whirlwind weekend when he came to Minneapolis as No. 1 attraction of that city's Aquatennial summer festival. As guest on WCCO's big Aquatennial radio show, he played to a studio audience of 11,000 fans who overflowed the Municipal Auditorium.

GRIDIRON EXPERTS RECORD OPINIONS

FOOTBALL IS king of WCCO programming every weekend in the gridiron-crazy Northwest. Line up of pigskin programs on the CBS Minneapolis-St.Paul outlet include "Football Review," the play-by-play Minnesota University schedule at home and away, "Football Review," and the "Football Scoreboard."

The newest gimmick is the "Stadium Review," a quarter-hour of recorded telephone interviews between All-American Babe LeVoir and an outstanding authority covering the top three Midwest games of the day. Three minute recorded segments of the telephone conversations are put together to make up the "Stadium Review."

And on Sunday the Minnesota coach headlines his "Bernie Bierman Show" with a joint appearance of Halsey Hall, Paul Wann and Babe LeVoir of the WCCO sports staff.

Minneapolis-St. Paul

(Continued from page 6)

PurAsnow, Red Star, and Rex and White Deer Flours.

Russ Neff has been radio director of the agency since 1939, having come from WXYZ Detroit where he was studio manager. The agency was established by Knox Reeves in April 1935. Three years later E. E. Sylvestre, president and owner of the Westco Adv. Agency, was elected president of Knox Reeves Adv. The two agencies were consolidated in June 1942, with Westco becoming a branch of Knox Reeves Adv.

One of the largest agency users of local radio time in the Twin Cities is Bozell & Jacobs, Minneapolis, advertising and public relations, whose general manager and vice president is Sam Kaufman. Radio clients include U. S. Bedding Co. (King Koil sleep products), Juster Bros. (clothing), Jane Garrott (candy), Twin City Chevrolet Dealers, Furniture Exposition Mart, and Powers Department Store.

U. S. Bedding has been sponsoring Sheelah Carter (sister of the late Boake Carter) since February 1947. Originally heard on Mutual, she is currently heard on WTCN, across the board. Until last July the bedding firm had a spot schedule on about 14 Northwest stations. It will probably be resumed next February, according to Mr. Kaufman.

Juster Bros., Largest Clothing Sponsor

The largest clothing advertiser in the dual market is Juster Bros., whose president, P. B. Juster, has been using radio as an integral part of his advertising program for more than 20 years. So firmly does Mr. Juster believe in the medium that he performs on his programs, which bear the stamp of his style and personality. Juster Bros. sponsors three-a-week newscasts on KSTP, after having completed a sports series on WCCO. In addition, the clothier last September started a weekly football series featuring Bernie Bierman.

A new local advertiser is Twin City Chevrolet Dealers, sponsoring a safety program featuring Dick Siebert, U. of Minnesota baseball coach. Their radio schedule may be increased next spring. Furniture Mart, which last season sponsored *Town Meeting of the Air* for 26 weeks, has a news program on WCCO.

Bozell & Jacobs has periodic users of radio. Combined they represent $50,000 to $60,000 worth of time.

Kaufman Has Ten-Year Agency Career

Mr. Kaufman started 10 years ago in the agency field with Don Nathanson, presently with Toni Co. They formed D. S. Manson & Associates. Later they founded a radio magazine, *Radio Showmanship*. Mr. Kaufman left to join WCCO as sales promotion manager, a position he held for four years. He joined Bozell & Jacobs shortly after it opened its Minneapolis branch.

FRANK DEVANEY
General Manager
WMIN

NORMAN BOGGS
President and General Manager
WLOL

Mr. Kaufman views radio as "very healthy." Proof of this, he contends, is that it is hard to buy good time, save some marginal availabilities on all stations. "In most cases the really good and high-rated spots are snapped up as fast as they become available. And on the whole, I think local advertisers get a good deal for their money on radio in the Twin Cities," he says.

Campbell-Mithun, located in the Northwestern Bank Bldg., Minneapolis, buys a good deal of radio time. One of its most successful accounts has been that of Gold Seal (glass wax). While its president, Ray O. Mithun, feels the early success stemmed from newspaper advertising (a belief he expressed at the August NAB district meeting there), he pointed out that radio was quick to capitalize on the wedge. Last Aug. 30 Gold Seal added Arthur Godfrey on CBS to *Open House* Saturday, which WCCO feeds to the Northwest CBS leg. Program has been on for two years. Firm also uses spots in Montana and South Dakota.

Campbell-Mithun Lists Varied Accounts

Other accounts include Hall Hardware, Campbell-Cereal Co., Land O'Lakes, Atwood Coffee, Russell Miller Milling Co., Zinsmaster, Minnesota Macaroni, Hamm Brewing Co., the High Likes Co., Northwestern National Bank.

Hall Hardware, comprising 500 stores, uses a Saturday morning musical show with Bob DeHaven on WCCO. Campbell-Cereal sponsors daily mid-day news strips on WCCO, while Atwood Coffee airs Alan Ladd's *Box 13* on WTCN as well as spots on WCCO. Land O'Lakes sponsors farm news on KSTP and the Northwest network six days weekly. Hamm Brewery uses sports shows on the West Coast and in Southwest and some spots. Exclusive spot users are Zinsmaster Baking Co. (20 per week) and Minnesota Macaroni (in Wisconsin). High Likes uses both spots and shows in both Dakotas, Omaha, and Kansas City. Russell Miller was scheduled to embark on both programs and spots on behalf of its Occident flour and cake mix.

Campbell-Mithun's radio billings comprise 25-30% of the total. Art Lund, who formerly serviced the Wheaties baseball account with Knox Reeves, is radio director. Previous to his association there, Mr. Lund was sales promotion director of WCCO.

Aggregate BBDO Billings In Excess of $660,000

The Minneapolis office of BBDO services radio clients whose aggregate billings are well in excess of $660,000. Heading the western offices is John C. Cornelius, executive vice president; Edward A. Cashin is vice president in charge, and Hale Byers is radio director. Mr. Byers formerly was news editor of WCCO. The Minneapolis office was established in the early 30's.

Biggest national users of radio are Cream of Wheat Corp., with *Let's Pretend;* Geo. A. Hormel & Co., with *Hormel's Girl Corps* on 105 MBS stations, and General Mills (home appliance division) for Pyequick on a periodic basis, usually June and July, and October and November.

Regional advertisers include Minneapolis Brewing Co., with *Friendly Time* in four states—Minnesota, Iowa and the Dakotas; Minnesota Mining & Mfg. Co., spots in five markets; Northern Pacific Railway Co., which has just ended a 26-week campaign; Gamble Stores Inc., spending $150,000 on some 30 stations, and Berwind Fuel Co., small spot user in the Twin City area.

President of Erwin, Wasey & Co., Minneapolis, is Mac Martin, who maintained his own agency, under that name, from 1904 to 1931. The agency set up a radio department in the early 20's. Other officials include Ray Jenkins, executive vice president, who formerly was sales manager of KSTP and associated with other radio stations in advertising capacities; and Joe MacGaheran, vice president in charge of creative work.

Chief accounts are M. A. Gedney, with spots on the *Housewives Protective League* and audience participation shows directed at the Dakotas and surrounding farm areas; Salisbury & Satterlee Co.; Nash Coffee Co. (sponsoring Cal Karnstedt, KSTP, George Grimm, WCCO) whose major appropriation goes into radio, and Cutler Magner Co., spots, and Jacob Ries Bottling Works.

Cutler hadn't advertised for 65 years until it started this year on a regional basis. Its '49 outlay will provide for expansion—to be concentrated first in Denver and St. Louis, according to Mr. Martin. Plans are national in scope. Jacob Ries Bottling Works also emphasizing spots, will expand to Denver and part of Oklahoma.

Salisbury & Satterlee Co., for eight years has sponsored Corinne Jordan's "sleep" program on KSTP. A natural for a mattress firm, it is now aired on about a dozen stations including those of the following networks: Dairyland, Arrowhead, Northwest, Minnesota, and Iowa Tall Corn (as well as NBC).

Manson-Gold-Miller Has Many Radio Clients

Another agency, Manson-Gold-Miller, was known until about nine months ago as Manson-Gold Agency. President is Meyer Gold, one of its founding partners five years ago with Toni's Don Nathanson. Bob Miller, previously at WDGY, has been vice president since 1945. Ken Schlasinger, account executive, buys most of the radio time.

Biggest clients are Kennedy Motor Sales, heavy user of spots and newscasts; Cook's Men's Store, spots; Janney-Semple-Hill (distributor), spots on WCCO and KSTP, as well as regionally in Wisconsin, Colorado and the Dakotas; Pfunder Co. (proprietary), local and regional spots; Pliam chain (retailers), spots on WLOL, WDGY and WTCN.

Minneapolis is, of course, executive home for the huge 20-year-old General Mills organization. Its effective use of radio as a medium is well known. Its famous "first lady" for homemakers, Betty Crocker, actually was broadcasting as far back as 1924 for Washburn Crosby, predecessor of the present firm, as was the Wheaties quartet. Both were subsequently carried by General Mills.

Since 1928, when four milling companies combined resources, the firm has launched several radio ventures that include *Jack Armstrong, The Lone Ranger,* and

(Continued on page 12)

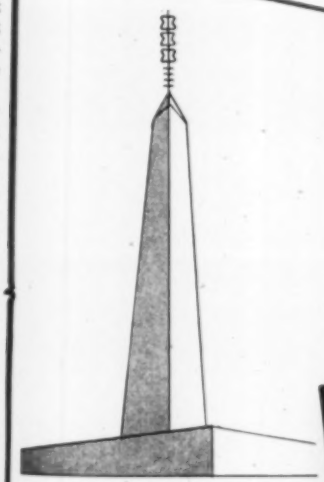
WTCN

AM 1280 KC

FM 97.1 MEG.

SOON! TV

In the busy Twin City market
budget-wise time buyers prefer
WTCN
They know that $2,395,622,000
or 86% of Minnesota's retail sales
are made within WTCN'S service area.
They know WTCN is heard where money talks!



The Upper Midwest's lofty FM-TV antenna located atop Foshay Tower. Gives WTCN-FM and WTCN-TV greater range . . . clearer reception.

AFFILIATE OF
American Broadcasting Co.

Represented by
Free & Peters

Growing too . . . WTCN soon will occupy the enlarged studios of Radio City, in the heart of Minneapolis' business and entertainment district.

Minneapolis-St. Paul

(Continued from page 10)

Betty & Bob. Of the dozen and more programs sponsored, a few were dropped but by far the majority remained with radio. Most recent addition was a segment of the *Breakfast Club* on ABC.

Largely responsible for the advertising success of General Mills is Samuel Gale, vice president and advertising director. Other officers are Leslie Perrin, president (succeeding Harry Bullis early this year); Mr. Bullis, now chairman of the board; James F. Bell, founder and ex-president of General Mills (and Washburn Crosby) and now committee chairman on finance and technological progress. Lowrie Crites is overall media director.

It has long been Mr. Gale's contention that the "most important function of advertising is to help reduce cost of distribution." That radio has done just that is a matter of advertising record. And the company hasn't stopped expanding yet.

General Mills does not intend to be left at the media gate with respect to television. That fact was assured last May with appointment of Edward G. Smith as director of radio and television production. Since then, the milling firm has been casting an explorative eye over the video field for suitable program material. Simultaneously, last May General Mills transferred supervision of its film department from Thomas W. Hope to Mr. Smith, a change ". . . desirable and practical in view of the important role film will play in the effective development of GM's television broadcasting," according to Mr. Gale.

General Mills Pioneer In AM Programming

To date the firm has not yet invaded television. It is reasonable to expect, however, that the time is not far distant, since it was one of the earliest of pioneers in AM programming.

Prominent for its handling of a portion of the huge General Mills account is Knox Reeves Advertising of Minneapolis, whose president and executive vice president, E. E. Sylvestre and Wayne Hunt, respectively, service the Wheaties, Bisquick and Betty Crocker soup accounts (national-spot). Russell E. Neff is radio director. The agency's office is in the First National Soo Line Bldg.

Other radio accounts include such spot users as Pacific-Gamble-Robinson Co. (fruits, vegetables, coffee) and Midland National Bank.

Olmstead & Foley, a local agency, services many spot accounts in the market. One of its largest is King Midas flour, a division of Van Dusen Herrington Co. Others who utilize spots include Northrup King & Co. (seeds, feeds); Marshall-Wells Co. (home appliances); Rochester Dairy Cooperative; Regan Bros. Bakery; Ballard & Skellet, and Apple River Mills. A foremost national spot advocate is First National Bank of Minneapolis.

BURTON PAULU
General Manager
KUOM

The organizational set-up of Olmstead & Foley is one of many partnerships. Until recently there had been four: Ward H. Olmstead and John T. Foley, and Gordon A. Daline and Clarence H. Russell. Last September, James D. McTighe, the agency's radio director, was named an associate partner.

Bruce B. Brewer & Co. Has Minneapolis Office

Bruce B. Brewer & Co., Kansas City, has a Minneapolis office. Manager is M. L. Henderson. Most of the accounts are serviced out of Kansas City, including Nutrena Mills, a Minneapolis poultry and feeds firm, which uses radio.

Handled out of Minneapolis, however, is the new Winston & Newell Co., wholesale and food distributor in Minneapolis and operative of Super-Valu stores in four Midwestern states. The company has signed a 5-a-week, 15-minute local interview show over KSTP for an early December start.

Other important agencies in the Twin Cities dealing with radio on a spot basis are Firestone-Goodman, of Minneapolis, whose media and radio director is Allan L. Firestone; David Inc. of St. Paul, whose president is Q. J. David and whose radio director and timebuyer is Melba Sands; MacKenzie Inc. of Minneapolis, whose president is Lucille MacKenzie Kinnard, and Melamed-Hobbs Inc., which operates offices in both Minneapolis (400 Second Ave.) and St. Paul (First National Bank Bldg.). Louis Melamed is president and R. W. Hobbs account executive of Melamed-Hobbs. E. T. Holmgren is manager of the St. Paul office.

In St. Paul is the Cedar Adv. Co., which opened in 1946 and which recently purchased E. J. McGuire Adv., which itself has been active in the Saint City for 15 years. Offices are located in the Oppenheim Bldg.

As television captures the national eye, the Twin City area is well along video-wise. NBC's research bureau reported 3,500 sets as of Sept. 1, while RMA estimated a concentration of 2,712 receivers for the first half of 1948 alone, and 3,112 for the period January 1947 to June 1948. (Figures listed were for Minneapolis only.)

An estimated 135,000 viewers are expected to see programs on 18,000 receivers by the end of 1948. An audience potential of 2,000,000 televiewers is envisioned.

Sharing this rose-hued optimism in the area's future is Dr. Allen B. DuMont, of the Television laboratories bearing his name. Dr. DuMont feels the Twin Cities hold every promise of being the outstanding area in the country for TV development. He points out that it was the first to offer a full-scale video production training program.

Poll Shows Television Fans Enthusiastic

Television fans themselves are enthusiastic, a fact borne out by a *Minneapolis Tribune* poll last August. Two percent of persons interviewed—or 16,894—said they planned to buy sets within a year. Another 16,894 confessed they were "definitely interested."

Thus far viewers have been enjoying telefare for little better than six months. KSTP-TV, which signed as NBC's first TV affiliate in March, began full commercial operation last April 27 at an initial investment of $500,000. Actually it had that orthicon gleam in its eye as far back as June 1939 when far-sighted Stan Hubbard bought one of the early TV cameras in the country and the station started experimenting.

Today KSTP-TV sends out a signal over a 60-mile radius. Its 571-ft. tower is located on the Midway—3415 University Ave.—bridging the Minneapolis-St. Paul line. As if to display no favoritism, its tripod tower rests one leg in St. Paul, another in Minneapolis and a third on the intercity line. The Midway building is to house all AM-FM-TV facilities.

RCA, Bulova, Cargill Among TV Users

KSTP-TV averages about 65 programs a week on a 30-hour schedule. A dozen or more advertisers—some of them national spot names—are TV users: RCA Victor Co., Bulova Watch, General Electric, Ronson-Art Metal Works, Minneapolis Savings & Loan, Minneapolis Brewing Co., Ford Dealers Assn., F. C. Hayer Co., Roycraft Co., Cargill Inc., and the Perfex Co.

During the baseball season the station devoted about 10 hours a week—or one-third of its schedule—to telecasts of Minneapolis Miller home games. It televised all home football games of the U. of Minnesota. A quarter of its time was set aside for its own produced (live) programs. Del Franklin, a KSTP staff man and newscaster since January, 1943, is director of TV programming.

WTCN will be the market's second TV outlet, barring unforeseen developments. Its antenna will grace famed Foshay Tower in downtown Minneapolis, and sound transmitters will be located on the building's 28th floor. Mr. Van Konynenburg, as WTCN vice president and general manager, feels that television, insofar as the viewer is concerned, will ultimately stand or fall on "what comes out of that little receiver." Tempering optimism with caution, Mr. Van Konynenburg views Twin City TV welfare on a par with the general development of the industry. He contends KSTP-TV has done a fine job, despite the usual undercurrent of criticism on programming, especially film.

"It's easy to take pot shots at a fellow when he's the only one holding down the fort," he mused. "Programs will get better in time as the industry progresses in its various phases." WTCN hopes to obtain studios presently occupied by KSTP-TV, according to Mr. Van Konynenburg, when the move is complete.

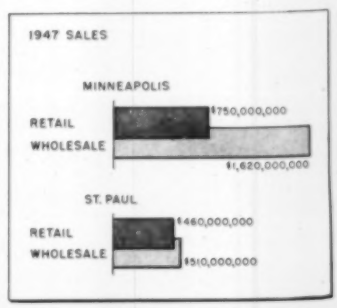
Northwest Network Sales Headquarters in Mpls.

Minneapolis' Radio City houses the sales headquarters of the Northwest Network, a regional setup reaching the "upper midwest leg" of stations—aside from spot radio. KSTP serves as a natural distribution point out of the Twin Cities for these stations, blanketed under one contract whose rates are merely the station cost with no added charge for engineering and lines.

Network comprises, in addition to KSTP: KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N. D.; KFYR Bismarck, N. D.; WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn. Officials are Mr. Hubbard, general manager; Kenneth M. Hance, treasurer, and Miller Robertson, sales manager.

A local organization which has drawn regional attention is Twin Cities Radio Station and Newspaper Assn., banded together orig-

(Continued on page 14)



perfectly balanced

A perfectly executed balancing act always gets a hand from the crowd, not necessarily for display of brawn but for expert timing and coordination. Here in the Twin Cities that perfect balance gets a big hand, too, as WMIN steals the show with its sure-fire schedule of MUSIC, NEWS, SPORTS.

Listenable MUSIC that follows the "block" technique for sustained audience; NEWS "on the hour every hour", with a heavy local slant; SPORTS that gives WMIN fans a top-notch, play-by-play event virtually every evening.

This, experience shows, is the balanced entertainment that *wears well* with an audience—entertainment that most listeners want most of the time.

And, *what listeners want, time buyers want!* WMIN has proved it can satisfy both. The listeners have assembled (as witness Hooper reports). For the time buyers who haven't—alley-oops!

On AM alone WMIN covers the richest half of Minnesota's population — the metropolitan Twin Cities, comprising the nation's 11th largest retail market. Add the fact that WMIN offers simultaneous coverage on FM with a radiated power of nearly 100,000 watts (at no extra cost), and you've got a "Market Must" at the lowest rates of any Twin Cities station.

FM

Now Served Nationally by RADIO REPRESENTATIVES, Inc.

WMIN

Minneapolis — St. Paul

Minneapolis-St. Paul

(Continued from page 12)

inally to extend recognition to advertising agencies.

Only one national station representative maintains fulltime offices in Minneapolis (or St. Paul) —The Walker Co. The firm is national and regional representative for the Great Northern Broadcasting System and its more than a dozen stations. Great Northern grew indirectly out of the old North Central Broadcasting System. The nucleus was formed by Anthony A. Fahy, president and general manager, KABR Aberdeen, S. D.; John B. Cooley, KLPM Minot, N. D.; Bert Wick, KDLR Devils Lake, N. D.; and Harold L. Dell, KGDE Fergus Falls, Minn.

Lawson Forms An Upper Regional Network

Orville Lawson is northwest sales manager of the firm. He has since formed the Upper Minnesota Broadcasting System, also represented by Walker Co. and comprising KLIZ Brainerd, KBUN Bemidji, WXLT Ely (a new station), KTRF Thief River Falls, CKFI International Falls and Fort Francis.

Mr. Lawson, formerly at KRNT and KSO Des Moines, is a firm believer in the credo that "all business is local." He sees the day when emphasis will be on regional and rural radio.

Two former women account executives, Vivian H. Bulmer and Ella May Johnson, operate a regional representation business in the WCCO Bldg. Their list is said to include NBC, ABC and MBS affiliates as well as regional affiliates and independents.

Serving as a sales team at WDGY for a decade, they set out in 1947 to develop a specialized per-station regional representation business, starting with six stations and a staff of four. They make no pretense of tradition smashing, but don't hesitate to push aside on occasion some of the sacred conventions of the radio advertising business.

In the field of labor relations, Minneapolis and St. Paul compare favorably with cities of similar size. This is not just happenstance. The Minnesota Labor Relations Act is recognized throughout the nation as a model piece of legislation. The act, in addition to providing a conciliatory service for industry, also calls for waiting periods before strikes and lockouts can occur.

Good Labor Relations; Good Living Conditions

With good labor relations have come good living conditions. In Minneapolis 57% of dwellings are owner-occupied; and despite the rising cost of living in line with general price boosts, living costs in Minneapolis had remained the lowest of 55 cities surveyed last year by the New Orleans Chamber of Commerce.

In addition, weekly earnings (in September 1947) exceeded by 46¢ the national average. Last year an average family of four could live in Minneapolis on an estimated total budget cost of $3,282, according to the Bureau of Labor Statistics, U.S. Dept. of Labor. Expenses covered food, clothing, rent, furnishings, transportation, taxes, medical care, etc.

HOURLY ONE-TIME RATES

	Class "A"	Class "B"	Class "C"
WCCO (CBS)	$600.00	$400.00	$300.00
KSTP (NBC)*	$500.00	$375.00	$250.00
WTCN (ABC)	$300.00	$150.00	$125.00
WLOL (MBS)	$275.00	$123.75	$ 88.00
WDGY	$140.00	$100.00	$ 90.00
WMIN (St. Paul)	——	——	——

* Hourly rates for station's TV outlets are following: Class A—$200; Class B—$150; Class C—$100 (with bonus discount for 52 weeks continuous telecasting). (Rate Card No. 1 effective June 1, 1948.)

** Basic half-hour rate: Class "A," $60; Class "B," $45.

STATIONS IN TWIN CITY MARKET

Background, History Of Radio Outlets

WDGY

Nicollet Hotel (Minneapolis)
BRidgeport 2271

One of the three Stuart outlets, station was established in 1923 by Dr. George W. Young, Minneapolis jeweler and optometrist, with 5 w, increased to 100, 500, 1,000, 2,500 and finally 5,000 daytime with 500 w night, 1130 kc. . . . Studios subsequently located in the West Hotel, Loeb Arcade and Oak Grove Hotel. . . . Present studios and office occupy 12th floor of Hotel Nicollet. . . . In October 1937 WDGY became affiliated with Mutual Network and three years later became major northwestern outlet of Transcontinental Broadcasting System (only dual network station in territory at time). . . . Purchased Oct. 18, 1945, from Dr. Young's widow (he had died seven months earlier) by Stuart Investment Co., of Lincoln, Neb., which owns and operates KFOR Lincoln and KOIL Omaha. . . . Station was granted 50,000 w daytime and 25,000 w nighttime by FCC in February and expects to go fulltime shortly. . . . Transmitter is located five miles west of Minneapolis. . . . Nine directional array towers, first of kind in country, now being erected. . . . Officers of Stuart Investment Co. are James Stuart, president, and Albert A. Koenig, executive vice president . . . Personnel of WDGY (Twin Cities Broadcasting Corp.) includes Melvin E. Drake, vice president and manager, and B. Kendall Crane, program director. . . . Avery-Knodel is sales representative.

WCCO

WCCO Bldg., Minneapolis
MAin 1202

One of seven standard CBS o&o stations, it uses the slogan, "Good Neighbor to the Northwest." Main offices and studios at 625 Second Ave. South, Minneapolis, where five studios are located for locally-originated broadcasts . . . offices also in Hamm Bldg., St. Paul. . . . Large studio audience programs are aired from WCCO auditorium. . . . Station is 50 kw on 830 kc. It first went on air Sept. 1, 1924, using equipment and physical plant of WLAG (which began in 1922). . . . Power increased from 5,000 to 15,000 w in 1928, and to present 50,000 w in 1932. . . . Studios and offices formerly located until 1939 in Nicollet hotel. . . . Present staff numbers 90. . . . Merle S. Jones, former general manager of WOL Washington, has been general manager since last year. . . . Sales manager is Al Harding; program director, Gene Wilkey. . . . Educational department is under direction of E. W. Ziebarth, faculty member of U. of Minnesota. . . . Included in news department is WCCO documentary unit. . . . Station recently added shortwave unit, KSCH, for on-the-spot coverage of special events with department under supervision of Sig Mickelson. . . . Station offers daily farm coverage under direction of Larry Haeg, who is also a representative of 36th district in Minnesota State Legislature. . . . WCCO programs are relayed to transmitter site on 25-acre tract at Anoka. . . . Represented by CBS Radio Sales.

KSTP

3415 University Ave., Minneapolis
PRior 2717

. . . NBC outlet in Twin Cities licensed by KSTP Inc. . . . Overall AM-FM-TV facilities are located at 3415 University on Midway. . . . Represented by Edward Petry & Co. . . . KSTP, 50 kw, on 1,500 kc, formally established in 1928 by Stanley Hubbard, co-founder, vice president, general manager, and a principal owner. . . . Station's predecessor was WAMD, established in 1923. . . . Mr. Hubbard formerly with station located in Hotel Radisson, Minneapolis . . . when transmitter burned, Mr. Hubbard and Lytton J. Shields collaborated on financial backing and purchased KFOY St. Paul, with Mr. Shields becoming president and principal owner of operating company, National Battery Broadcasting Co., of which he was president. . . . On March 28, 1928, KSTP took to the air as 10,000 watter. . . . FCC increased power to 25,000 in 1932. . . . Went to 50,000 watts in 1939. . . . Until recent years station maintained executive offices both in Minneapolis and St. Paul. . . . FM, with transmitter located first in St. Paul, then Midway, started in April, 1946. . . . Staff includes, in addition to Mr. Hubbard, Ken Hance, vice president and treasurer; Miller Robertson, general sales manager, and Joe Cook, sales promotion manager. . . . KSTP also key station in Northwest Network.

WTCN

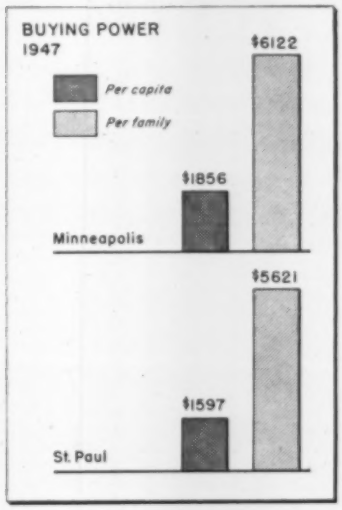
Wesley Temple, Minneapolis
MAin 6562

An affiliate of ABC and the Dairyland Network, station went on the air in 1925 as WRHM with a 50 w transmitter . . . increased to 1,000 w same year when it also began sharing time with WCAL St. Olaf College and KFMX Carlton College, and WLB U. of Minnesota. . . . Station, licensed to Minnesota Broadcasting Co., was purchased in June 1934 by St. Paul Dispatch-Pioneer Press and Minnesota Tribune Co., present owners, and call letters changed to WTCN (which stands for Twin City Newspapers). . . . Power increased April 30, 1935 to 5,000 w daytime and 1,000 w nighttime. . . . Frequency changed from 1250 kc to 1280 kc on March 29, 1941. . . . Studios located originally in West and Andrews hotels in Minneapolis, moved to present site at Wesley Temple Bldg. (12th floor) May 1, 1930. . . . Station maintains offices in Dispatch Bldg., St. Paul. . . . Has FM outlet (currently off the air), transmitter and antenna for which are atop Foshay Tower. . . . Building will be site, too, of WTCN-TV, due to bow soon on Channel 4, 66-72 mc (0.2 kw aur., 17.9 kw vis). . . . Free & Peters is national representative. . . . Vice President and general manager is F. Van Konynenburg; program director, Judy Bryson; commercial manager, Robert Ekstrum. . . . Transmitter location: Snelling Ave. and County Road B, Rose Township, St. Paul.

WMIN

Hamm Bldg., St. Paul
GArfield 1361

Founded in 1936 by the late Edward Hoffman, furniture dealer. . . . Until March 1947 studio and transmitter were at St. Anthony & Syndicate St. . . . Studio now in Hamm Bldg., transmitter midway between St. Paul and Minneapolis. . . . Station accents music, sports and news programming, using block technique . . . operates on 1400 kc, 250 w power . . .



daily newscasts are sponsored by *St. Paul Dispatch* and *St. Paul Pioneer Press*, with whom WMIN has arrangements for news. . . . Station is heavy on department store advertising, maintaining accounts with St. Paul's four major department stores. . . . WMIN uses slogan "News of the Hour On the Hour." . . . Has 10,000 w FM transmitter with 450-foot antenna and 12-bay FM mast giving radiated power of about 100,000 w, station contends. . . . FM outlet duplicates AM programs. . . . FM coverage claimed up to 250 miles. . . . Frank Devaney succeeded Mr. Hoffman as general manager. He is also commercial manager. . . . Total staff for overall operations numbers 40 persons. . . . WMIN identified as a sports station, carrying American Assn. baseball, U. of Minnesota sports as well as professional hockey, boxing, wrestling, golf and bowling. . . . Marty O'Neill is sportscaster. . . . Other key station personalities include Paul and Mary Light, breakfast team; Sev Widman, jockey, and Chuck Mulkern and Frank Madden. . . . Forjoe & Co. is national representative.

WLOL

1730 Hennepin Ave., S. (Minneapolis)
ATlantic 0406

Founded in 1940 by Judge Devaney, who died two years later . . . Ralph Atlass, who bought control in 1943, is chief owner. . . . Station increased power from 1,000 to 5,000 w in 1946 and changed transmitter site in line with policy centering around 25 millivolt strategy. . . . Programs originate in Minneapolis studios and transmitter is located at 7th and Davern Streets, in St. Paul. . . . Norman Boggs is president and general manager; C. T. Hagman, vice president and commercial manager. Mr. Boggs was appointed in December 1945. . . . WLOL reports increase in billings of 25% over last year. . . . An MBS affiliate, it stresses sports broadcasts and recorded music programs . . . Sports include football, basketball, hockey & boxing. . . . Mark Gregory, commentator, highlights station's news coverage department, which is major premise for local news emphasis. . . . WLOL withdrew original application for FM permit last February. . . . John Blair & Co. is national representative.

KUOM

Eddy Hall
U. of Minnesota, Minneapolis
MAin 8177

Non-commercial station owned by and licensed to U. of Minnesota . . . Shares time with WCAL St. Olaf College, Northfield, Minn. . . . Two-thirds of time, Monday through Saturday, is assigned to KUOM, one-third and Sundays to WCAL. . . . Both operate in daytime only, KUOM with 5,000 w. . . . KUOM was originally licensed as WLB Jan. 13, 1922, later shared time with WDHI (U. of Minnesota previously operated an experimental station). . . . During period of October 1928 to May 1938, shared time on 1250 kc with WRHM (later WTCN) Minneapolis, WCAL Northfield and KFMX Northfield. . . . KUOM, on 770 kc, began operation on 760 kc, later changing to 770 kc after NARBA . . . Station stresses educational format. . . . *The Minnesota School of the Air* is regularly-scheduled series designed to supplement class instruction on primary, elementary and high school level. . . . In-school programs have been aired since 1931 by KUOM . . . Young people's concerts given by Minneapolis Symphony are exclusive feature. . . . General manager is Burton Paulu, with Ruth Swanson, in charge of program production, as acting manager. FM permit granted for 91.7 mc.

Survey of Other Major Radio Markets Under Way

- Baltimore
- San Francisco
- St. Louis
- Detroit
- Buffalo

KEY'D FOR COMPLETE COVERAGE

KEYD

NEW 5000 WATT STATION IN THE TWIN CITY AREA

The first new standard commercial station in Minneapolis or St. Paul since 1940.

Completely staffed by experienced personnel who know this market and have a record of achievement in this market.

Over $175,000 investment in new studios and transmitter.

Over $100,000 in signed contracts by local and regional accounts before starting date October 24.

KEYD *is your key to the great Twin City regional market.*

Studios and Offices
Ninth and Hennepin
Minneapolis, Minnesota
Lee L. Whiting, Manager
Harold A. Wintcher, Sales Manager

THE FAMILY STATION

National Representative, Adam Young, Jr.

in the Twin Cities, advertisers get more **impact** at less **cost** on WLOL!

Represented by

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES OF LEADING RADIO AND TELEVISION STATIONS

There's a big prosperous market waiting for smart advertisers in Minneapolis — St. Paul . . . *and WLOL can sell it!* With the strongest signal of any local outlet, WLOL reaches the Twin City Minnesotans who do 49% of the state's retail business . . . and as a bonus, goes out of town to sell twelve rich rural counties!

Advertisers can buy WLOL's concentrated coverage morning, afternoon and evening . . . day in day out . . . *at less cost* than a few announcements a week on competing stations. This means even a limited budget will deliver powerful *repetitive* selling that builds *impact*, so vital for quick turnover of merchandise.

Your John Blair man is ready now with complete facts and figures on WLOL and the rich Minneapolis — St. Paul market. Ask him today about availabilities!

WLOL

MINNEAPOLIS—ST. PAUL
The Cooperative Station
5000 Watts Full Time 1330 K. C.
Mutual Broadcasting System

WMAL AIRS POSITION ON PEARSON REMARK

WMAL Washington broadcast a statement Oct. 24 shortly after the Drew Pearson ABC program, explaining its position in regard to remarks on the commentator's Sept. 26 program [BROADCASTING, Oct. 11].

The statement was made after Louis G. Caldwell, attorney for seven beneficiaries under the will of Eleanor Patterson, had protested what he viewed as inferences that they had been involved in the Clarksburg, W. Va., death of a former Washington *Times-Herald* treasurer. The beneficiaries were given the newspaper under terms of the will.

In his Oct. 24 broadcast Mr. Pearson indicated he had not intended to imply that the newspaper owners were involved in a murder.

WMAL, owned by the *Washington Star*, broadcast a formal statement in which it explained it had participated only as an ABC affiliate and that it wanted to correct any misunderstanding. The statement concluded: "We regret that such remarks should have been broadcast over our stations or that any inference should have been drawn therefrom concerning the executives of our contemporary, the *Times-Hearld*, in whose integrity we have the utmost confidence."

Mr. Pearson's Oct. 24 statement follows: "The West Virginia police have reopened the strange suicide of C. B. Porter, ex-treasurer of the Washington *Times-Hearld*. In reporting last month that Mr. Porter had been offered a bribe by certain people before his death, I want to make it clear there never was meant to be an insinuation of murder on the part of certain people, the *Washington Star* notwithstanding."

FCC Group Feted

FCC Commissioner Paul A. Walker, William E. Leahy, special investigator for the Commission, and Bolling R. Powell, FCC attorney, were guests of the Miami Assn. of Broadcasters at luncheon Oct. 26. They were in Miami for the WTVJ (TV) Miami hearing.

Programs

KTXL San Angelo, Tex., has instituted series of public service programs titled *Meet the Cadet*. Aired weekly, program is aimed at informing general public of aviation cadets training. Jack Stelling, KTXL's program director, records interviews with four cadets in present class at Goodfellow Field Air Base in San Angelo. Each week cadets tell of their progress and add anecdotes about their life as a cadet. Program is scheduled to continue eight months, in which time they will have completed basic training and soloed.

Marriage Problems

PROGRAM dealing with family and marriage problems will be sponsored by the coordinating committee of Catholic Lay Organization beginning Jan. 2 over WNBC New York. Invitations have been extended by the committee to other religious denominations to contribute in the 13-week forum.

Scooter Set Show

"JOLLY BILL," KNBC San Francisco children's program m. c., has inaugurated new format for his daily program (6 p.m. PDST) that runs the gamut from animals to famous people. Monday is "Shut-in Day," when "Jolly Bill" makes a telephone call to some unfortunate shut-in; Tuesday is animal story day; Wednesday is reserved for saluting the Traffic Patrol Boy of the Week, chosen from a San Francisco school; Thursday he tells the story of some famous personality, and Friday is cartoon day, when he looks over the cartoons sent during the week.

Bowling Broadcast

BOWLING is being broadcast by KXOL Fort Worth, 9:40-10:10 p.m nightly from alleys of new establishment, the Palladium, which participates with a rotating group of sponsors buying the program. Major city league matches are covered, with heavy use of local names. Joe Wills, announcer, gives rapid-fire account of the matches.

Short Notice

HALF-HOUR coast-to-coast broadcast of Navy Day festivities at the Algiers Naval Base near New Orleans was conceived and arranged within 15 minutes by WWL New Orleans, station reports. At request of Navy Public Relations, half-hour network feed was organized by program director Ed Hoerner and announcer John Kent, who handled narration of Navy Day events in New Orleans. Harry James and his orchestra were featured.

Cave Exploring

ROBERT SNYDER, director of special events for WPTR Albany, N. Y., went on a cave exploring trip with "Spelunkers" (cave explorers) and did broadcast from inside of Knox Cave in the Helderberg mountains. Mr. Snyder interviewed Lydia Neubuck, cave owner and member of board of directors of National Speleological Society.

Yachting Information

MONDAY, Nov. 15, WBNX New York will broadcast *Yachting With Lewis King*, 8:15 to 8:30 p.m. Weekly feature will be devoted to information of interest to yachting enthusiasts. Yacht clubs and individuals have been invited to write and participate in the broadcasts. Mr. King has been heard for many years in New York area with his yachting programs.

Football Hero

ALL-AMERICAN quarterback, Johnny Lujack, will be featured in a five-weekly children's show originating from WGN Chicago. Show will attempt to combat juvenile delinquency and promote racial and religious understanding. Pierre Andre and Harry Creighton, announcers at WGN, handled arrangements, and George Anderson will handle script. Mr. Andre and Mr. Creighton have acquired all of Mr. Lujack's radio and TV rights.

Radio Exchange

CORRESPONDENCE has been sent out suggesting an exchange of radio program ideas, scripts, logs, and letters between students of the New England School of Broadcasting, Bridgeport, Conn., and radio students in England, through BBC. Neil Robinson, supervisor of NESB, suggests that the actual exchange of students might not be far off. . ."building a better understanding of radio as it applies in the two countries."

Reading Seminar

LOCAL radio listeners may now attend weekly meetings of the M. I. T. reading seminar in famous books. Regular class sessions have been transferred to studios of WHDH Boston where part of the discussion is broadcast each Monday at 10 p.m. on the *Your Ideas* series, produced by the Lowell Institute in cooperation with Boston College, Boston U., Harvard, M. I. T., Northeastern and Tufts.

Musical Story

ORIGINAL stories set to music are featured *The Musical Story Book* heard every morning on WKNB New Britain, Conn. Ray Neilan as "Uncle Ray" sings the stories and has his young listeners sing with him.

Women's Series

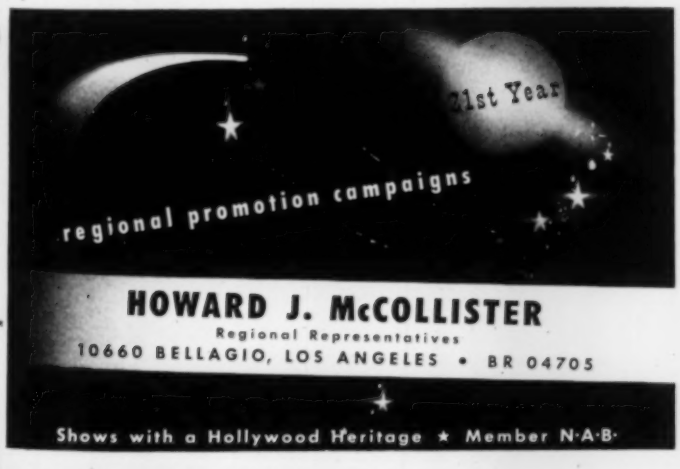
A NEW SERIES of women's programs has been started by CBC Trans-Canada network for the fall, winter and spring season. Programs originate mainly from CBL Toronto. Included in weekly topics to be featured on afternoon programs are: "Club Clinic," "World Housekeeping," "School for Consumers," "Women in Science," "School for Parents," "Deeds That Live," "Marriage Clinic," "Needlepointers," "Suggestions for Community Activities" and the Dak Perry stories.

PROPAGATION STUDY MADE FOR SEATTLE

A WARNING that television will find rough going in Seattle because of the "rugged" terrain within a 20-mile radius of the center of the city was sounded Oct. 30 by Prof. Vinson L. Palmer of the U. of Washington's College of Engineering. Prof. Palmer is studying the effect of the surrounding hills and mountains on high-frequency transmission.

On the basis of his early studies with FM waves, Prof. Palmer said that both FM and TV will be limited to 15 to 25 miles from the transmitter.

Engaged in a mapping survey to determine blind spots in the Seattle area, Prof. Palmer is directing a project of the university's engineering experiment station. Findings will be sent to the Interservice Radio Propagation Laboratory.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*

GLENN Miller
Elmer's Tune

and

DIZZY Gillespie
Algo Bueno
DJ-589

EDDY Arnold
The Tennessee Plowboy and his Guitar
Then I Turned and Walked Slowly Away
and
A Heart Full of Love

DJ-590

The Georgia Crackers
A Broken Doll
and
ROOSEVELT Sykes
Mama Mama

DJ-591

*Top hits coupled for "DJ" use only!
RCA VICTOR RECORDS

Mass FM and TV Bids Are No Bar

FCC HAS MADE CLEAR that it does not intend, in FM or television, to make a practice of withholding action on all pending applications for a community until it can act on all simultaneously.

The Commission outlined its policy in a memorandum opinion denying petitions directed against previous TV grants to KMA Shenandoah for Omaha, George E. Cameron Jr. for Tulsa, and KSL Salt Lake City. The petitions to have these grants set aside were filed by KFAB Omaha, KAKC Tulsa, and KALL Salt Lake City, respectively.

When FCC made the grants there were available, in each city, enough channels to permit grants of all applications then pending. Afterward, however, other applications were filed which pushed the demand above the supply, making hearings necessary. The three petitioners claimed the grants therefore violated the spirit of the Supreme Court's Ashbacker Decision, which calls for hearings on competitive applications.

In its ruling FCC said: "TV and FM applications are considered to be mutually exclusive in two situations only: (1) where two or more applications request the same channel in the same area, and (2) where the total number of applications for an area exceeds the number of channels available for assignment." (In AM, it was pointed out, there is no allocation plan.) FCC continued:

Applications are processed by the Commission's staff in the order of their file numbers. When the processing is complete the application is presented for Commission action. If at that time there is no other application requesting the same channel in the same area and if there are sufficient channels available to permit the grant of all pending applications for the area, the application is acted on without regard to the pendency of other applications for the same city.

We cannot agree with petitioners that the above procedure is contrary to the doctrine of the Ashbacker case. The Ashbacker case requires comparative consideration of applications only when those applications are mutually exclusive at the time of such consideration. Under our established practice the applications which were granted in Omaha, Tulsa, and Salt Lake City were not mutually exclusive with petitioners' or any other applications.

COMPLETE remote transmitter and receiving plant costing less than $100 was shown NAB Small Market Stations Executive Committee last week by William C. Grove (second from l), KFBC Cheyenne, Wyo. Equipment was bought out of war surplus. Mr. Grove demonstrated operation from car cruising around Washington streets. Watching (l to r) are Neal McNaughten, NAB; Simon Goldman, WJTN Jamestown, N. Y., and J. Allen Brown, NAB.

Not only does the weather make them rave in California, but our radio and television ideas get a few accolades, too. No wonder! We have a great line-up of shows that can be easily merchandised. And many of our shows do double duty! For example, our famous "Quiz of Two Cities" (available now in a few markets) has been adapted to television as the "Viz-Quiz of Two Cities". Wherever you are—east or west—or points in between—it will pay you to get the facts about our shows. A card or call will do the trick!

AL BUFFINGTON CO.

WEST COAST
6711 Sunset Boulevard
Hollywood 28, California

EAST COAST
2104 North Charles Street
Baltimore 18, Md.

WENY-FM Elmira Airs AM Affiliate Programs

WENY-FM Elmira, N. Y., on the air since Nov. 1 on Channel 295 (106.9 mc), is operating six and a half hours daily. The station, licensed to Elmira Star-Gazette Inc., duplicates all programs of its AM affiliate, WENY, 5-11:30 p.m. WENY-FM is a Class B station.

Executive staff of WENY and WENY-FM includes Dale Taylor, general manager; Ernest F. Oliver, sales manager; Ted Hodge, production manager; Bernard C. Hargreaves, public service director, and Thurlow A. Greene, chief engineer.

FM Show Sponsored

THE MISSOURI-KANSAS FM Network was slated to carry its sponsored program, *Organ Melodies*, Nov. 7, 1:30-2 p.m. (CST), according to Ben Ludy, WIBW-FM Topeka general manager. The show, sponsored by Bette Bonn Schools of Modeling and Charm, was to originate at KOZY (FM) Kansas City.

News

EARL ZEIGLER, staff photograhper of NBC Hollywood press department for three years, has been appointed photo editor of department. He replaces **BALDWIN SULLIVAN** who resigned to rejoin International News Photos as chief of Los Angeles bureau.

ROBERT ADAIR, Cincinnati attorney, will broadcast from the UN General Assembly in Paris on WLW Cincinnati's *World Front Program* on Nov. 14. Mr. Adair will also be heard on other WLW new and farm programs during his three weeks in Europe.

Mr. Adair

MARK SCOTT, WLOW Norfolk, Va., sportscaster, will be guest speaker at Touchdown Club in New York today (Nov. 8).

CARROLL FOSTER, director of public affairs for KIRO Seattle, has been elected vice-chairman of board of directors of Washington State Press Club.

LOCKWOOD DOTY, news director of WCON Atlanta, is the father of a girl, Louise Brayer.

SAM BALTER, sportscaster of KLAC Hollywood, portrays a boxing commentator in the Stanley Kramer Production film "The Champion."

GEORGE GOW, news director of KFH and KFH-FM Wichita, Kan., was made an honorary fire chief of the Wichita Fire Dept. as result of "meritorious service in the interests of fire-prevention."

WALTER PASCHALL, news editor at WSB and WSB-TV Atlanta, was appointed honorary major in the Georgia State Patrol.

ROGER SIZOO has been appointed sports director of KTRE Lufkin, Tex. He was formerly with WTAD Quincy, Ill.

ROBERT ALLISON, director in the CBS public affairs department, is the father of a boy, Dean Benton.

TOM DECKER, WFBL Syracuse, N. Y., sports director, and Helen Sullivan were married Oct. 23.

MORNING KITCHEN series, *Breakfast in the Blue Ridge*, is being marketed to eastern and southern stations by Lulubelle and Scotty, stars of WLS Chicago's *Barn Dance*. Shows are sponsored in the south by Robin Hood Flour and in Virginia by Gibson Refrigerators. Al Boyd, WLS production manager, is producer, and Jack Stillwell, station announcer, is author.

On All Accounts

(Continued from page 18)

Swenson Agency and now vice president of WLW Cincinnati. After two years in the sales department, Marion was promoted to programming and then became Chicago traffic manager for both CBS and WBBM. After four years she moved one block south on Michigan Ave. to Young & Rubicam.

A lifelong Chicagoan, she still lives in the six-room North side apartment where she was raised. Seasonal variations account for her assorted interests, including flower gardening in the spring, skiing in northern Wisconsin in the winter and driving all year around. Owner of a new Oldsmobile, she hopes to tour New England next year. When she isn't cooking roast beef and trimmings for friends she serves as chief baby sitter and bottle washer for children of a brother, George, with the J. M. Handy Organization, industrial motion picture and television firm in Chicago. And the babies doubtless drink Borden's milk.

Nielsen Signs Three New National Accounts

THREE additional National Nielsen Radio Index advertiser agreements have been secured by A. C. Nielsen Co., New York. Contracts have been signed under which the regular NRI country-wide service will be furnished to Lever Bros. Co., Cambridge; Thomas J. Lipton Inc., Hoboken, and Pepsodent Co., Chicago, division of Lever Bros. Service will be supplied on a continuous basis and covers a two-year minimum, for 1949 and 1950.

A three-year contract for the new national NRI service has been signed by Foote, Cone & Belding, New York. The agency and its network radio clients are already subscribers to the basic service.

RESULTS?

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CHNS

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5000 WATTS — NOW!

Interested? Ask

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TV SET SURGE

Up 70,000 in Sept., Says NBC

A TOTAL of 612,000 television receivers—574,600 in the 21 cities having one or more TV stations—were reported as of Oct. 1, 1948, by the NBC Research Dept. The report listed 37 stations as of that date, with these cities ranking foremost in total set circulation: New York, Philadelphia, Chicago and Los Angeles. Figure represented an increase of 70,000 receivers for September [BROADCASTING, Nov. 1].

★

Breakdown by cities, station numbers, and family and set circulation follows:

TELEVISION DATA CHART

Oct. 1, 1948

City	No. of Stations	Families (40-Mile Service Area)**	Circulation
New York	6	3,597,000	283,000
Baltimore	2	732,000	22,000
Boston	2	1,175,000	23,800
Philadelphia	3	1,184,000	66,000
Richmond	1	130,000	3,600
Schenectady	1	258,000	9,500
Washington	3	691,000	18,300
Buffalo	1	323,000	4,600
Detroit	1	839,000	17,000
Milwaukee	1	327,000	6,000
St. Louis	1	474,000	10,000
Toledo	1	241,000	2,500
Atlanta	1	233,000	2,200
Cincinnati	1	384,000	6,000
*Ft. Worth	1	269,000	1,000
Minn.-St. Paul	1	333,000	7,100
Salt Lake City	1	93,000	700
*Chicago	3	1,438,000	38,500
Cleveland	1	695,000	9,000
*Los Angeles	4	1,372,000	35,500
New Haven	1	557,000	9,000
Sub Total	**37**		**574,600**
†Dallas		545,400	2,700
†Dayton		364,100	500
†Indianapolis		545,000	200
†Louisville		562,400	500
†Memphis		415,400	1,000
†Miami		333,600	800
†Peoria		221,400	200
†Providence		723,500	2,300
†San Francisco		2,221,100	700
†Others			28,400
Total			**612,000**

*—New station added.
**—Figures represent total number of families in each 40-mile (one-half millivolt) service area and may not be combined to show net coverage in two or more cities.
†—Sets also distributed to areas with no TV service.

RADIO'S FLASHBACK

Election Scene at KDKA Reflects 1920

A SCENE reminiscent of radio's natal days—Nov. 2, 1920, when Westinghouse's KDKA Pittsburgh first took the air—was re-enacted at the city's Edgewood Community Club last Tuesday.

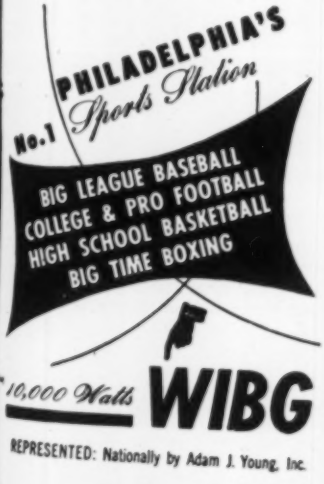
On hand were some of the industry's first listeners—and, according to KDKA, radio's first announcer, Leo H. Rosenberg. Now vice president of Foote, Cone & Belding in Chicago, he spoke before the Edgewood gathering and later was heard on KDKA giving election returns with station newsmen Paul Long and Jack Swift.

Mr. Rosenberg accepted the invitation because it was he who, on Nov. 2, 1920, read returns of the Harding-Cox election. At that time KDKA proceeded to demonstrate radio's speedy and dramatic qualities by broadcasting returns through arrangements with the *Pittsburgh Post*, which furnished results by telephone.

Broadcast originated in a small makeshift shack atop one of Westinghouse's manufacturing buildings, since no studio existed. A few early fans with crystal sets and earphones heard the returns. Others, including Westinghouse officials and local residents, also gathered at the Edgewood Club.

Included in last Tuesday's group were Mrs. Frank Conrad, widow of Dr. Frank Conrad whose experiments paved the way for KDKA, and her son, Crawford, one of radio's first disc jockeys. He aired records with his father on W8XK during the experimental days of 1919-20.

An exhibit, consisting of that early equipment, was displayed at the Club last Tuesday. A record in which the first program was recreated also highlighted activities.



Allied Arts

DAVID J. HOPKINS has been appointed California sales representative for Emerson Radio & Phonograph Corp., New York. He was formerly assistant to the president of Enterprise Productions, Hollywood.

ALLAN HARVEY has been appointed vice president in charge of sales and advertising for the Starrett Television Corp., New York.

Mr. Harvey

PAUL A. BARKMEIR has been appointed general manager of the RCA Victor record department, Camden, N. J. **JACK WILLIAMS**, former advertising manager, has been appointed general sales and merchandise manager; **J. L. HALLSTROM**, former merchandise manager, to manager of artist and repertoire division; **ROBERT M. MACRAE**, merchandise manager, and **D. J. FINN**, sales manager.

COLUMBIA PICTURES Corp. in its "Screen Snapshots" series will glorify the disc jockey. Titled "Spin That Platter," short subject film, produced by **RALPH STAUB**, will include name disc jockeys from Hollywood, San Francisco, New York, Chicago, Washington, Boston and New Orleans.

ALBERT E. DALE, public relations counsellor, and **HELEN WALKER HOMAN** have formed the public relations firm of Dale & Homan, with headquarters at 117 Liberty St., New York. Telephone: DIgby 9-3030.

WALLACE WORSLEY, assistant director at MGM studios, has resigned to devote full time to his position as president of American Merchants Television Co., Los Angeles. **JOHN CLARK BOWMAN** is vice president of video firm. New company will produce spot commercials for television. Offices are at 635 S. Kenmore Ave. Phone: DRexel 3265.

EDWARD ROSEN, former account executive with Sidney Ascher Assoc., New York, has joined Walter Kaner Assoc., New York public relations firm, in same capacity.

MICHAEL L. KAPLAN, president of Sightmaster Corp., New York ("Sightmirror" television sets), has resigned as selling agent for Gloversville Knitting Co., Gloversville, N. Y., to devote full time to video enterprise.

BLACKBURN-HAMILTON, radio station broker, has moved its Dallas office from 801 to 407 Tower Petroleum Bldg. **PHIL JACKSON** is manager.

SERIES of 10, 16 and 35mm films to run 40 and 100 seconds as TV commercials or movie film trailers has been prepared by Admiral Corp., Chicago, for distributor and dealer cooperative advertising. Products featured include video receiver and radio-phonograph combinations and individual sets.

EQUIPMENT

TELE-VIDEO Corp., Upper Darby, Pa., has acquired two subsidiary electronic products manufacturing companies: Air Design Inc., Upper Darby, and Electronic Controls Inc., East Orange, N. J.

RAYMOND C. COSGROVE, AVCO Mfg. Corp. executive vice president, has been appointed head of all AVCO manufacturing divisions and subsidiaries. He was elected president of The Nashville Corp., and to the boards of directors of The Nashville Corp. and the ACF-Brill Motors Co., both AVCO subsidiaries.

ANDREA RADIO Corp., Long Island City, N. Y., announced that the 1949 edition of the company's Service Manual will be ready for distribution early this month. Manual is distributed to authorized Andrea dealers, and covers picture tube handling, power, high voltage, general circuit functions, etc.

UNITED STATES TELEVISION Mfg. Corp., New York, announces production of television receivers with 475 and 675 square-inch pictures. Sets, with 36 tubes and 6 rectifiers, tune in 13 channels in normal locations, and include FM.

RESPONSE TO NARSR PIECE IS SUCCESSFUL

NATIONAL Assn. of Radio Station Representatives has reported an enthusiastic response to its first promotion piece, "Spot Radio Lets You Decide," which was mailed to all branches of the industry last month.

T. F. Flanagan, NARSR managing director, said that many requests have been received for additional copies from networks, agencies, advertisers, and station managers. Many stations asked for extra copies for use in soliciting local spot business, he said.

One agency reported that its account executives were "taking turns in sending it to their several clients now using Spot Radio." In addition, agency and advertiser research departments requested additional copies for permanent filing, Mr. Flanagan said.

Animated Version on TV Is Made of 'The Spirit'

A SERIES of five five-minute television productions, for an across the board weekly schedule, has been completed by Alan R. Cartoun, radio and television producer, Scarsdale, New York. An animated version of the syndicated comic strip, "The Spirit," the open-end package is available to local advertisers and TV stations throughout the country.

The episodes are delivered as a unit on specially prepared film strip with voice and sound track effects.

A GOOD BUY, PARDNER!
The Texas Rangers are a good buy! This versatile group is America's largest and finest group, featuring western music. They are veterans of stage, screen and radio.
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AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

WCOP Boston's 20 kw FM Station Now on Air

WCOP-FM Boston, Cowles station, licensed by Massachusetts Broadcasting Corp., was scheduled to take the air yesterday (Sunday). It is fulltime, 20 kw on Channel 264 (100.7 mc).

WCOP-FM will operate 6 a.m.-1 a.m. weekdays and 7:30 a.m.-1 a.m. Sundays, with complete program schedule duplicated from its AM affiliate, WCOP. No change in the latter's rate structure is contemplated for the present, according to Craig Lawrence, executive vice president of Massachusetts Broadcasting Corp.

Promotion

WEOA Evansville, Ind., is using "live" characters from *The Cinnamon Bear* book and a "live cinnamon bear" to promote the city of Santa Claus, Ind.'s sponsorship of *The Cinnamon Bear* Christmas story on WEOA. Children visiting the town will receive cinnamon bear cookies as reminders of show, and WEOA's plans also include a picture coloring contest featuring outline illustrations of various characters and situations in the adventures of *The Cinnamon Bear*. Prizes will be awarded. Show is transcribed feature of Hollywood Record Features, Chicago.

Political Contest

IN TIME for Presidential election, WIBW Topeka, Kan., and Nash Motors distributed election score sheets. Stunt was done in conjunction with Nash's sponsorship of CBS election returns. Score sheets listed all candidates, reference to how states have voted in past seven campaigns and list of states with their electoral votes.

IN ADDITION to usual score card information on candidates, electoral votes, and past voting records, WFBL Syracuse distributed election contest entry blanks. Entry blanks were to be filled in by listeners with name of candidate he expected to win and number of electoral votes he would receive. Person whose guess came closest to actual number of electoral votes the winning candidate received was awarded $200. In addition, timebuyers and advertisers to whom cards were sent participated in special contest for a $75 prize.

Baby Race

HOSPITALS in Newark, N. J., area are in competition to have babies born as near to one o'clock in afternoon as possible. WNJR Newark is offering gifts to babies born closest to 1:05 p.m. air time of *Everyday's a Holiday* program heard Monday through Friday. The race has been close. On Oct. 22 Community Hospital announced that a baby had been born at 12:30 p.m., and it seemed that it was going to be in the "Holiday" spotlight. But, St. Barnabas Hospital called program as it was about to go on air and asked director Bill Mogle to hold phone as "something" was about to happen. In a few seconds a lusty squall announced that St. Barnabas had beaten Community in day's stork sweepstakes.

Puppy Prize

CHILD televiewers, 16 years of age and under, are invited to suggest new name for puppy featured by KSTP-TV Minneapolis. Entrants must also tell in essays of 25 words or less, why they would like KSTPete to live at their house. Four finalists will be selected to appear on KSTP-TV and present their cases before a board of four judges, who will select winner. After presentation of puppy, runners-up will be awarded KSTPete's brothers.

Penny Caddy

PENNY Caddy which holds six pennies and doubles as a key chain has been distributed by KCNA Tucson, Ariz. Reason . . . penny parking meters installed by Tucson's city fathers. Station is distributing gadgets to one and all of Tucson's residents.

'Wind for Your Sales'

FOUR-PAGE, two-color booklet, picturing sail boat and lead line, "Wind for Your Sales," on "Programming, Chicago Style" has been distributed by Katz Agency, New York, for WIND Chicago. Booklet gives complete account of WIND's sports, news, music and public service line-up. Last page is devoted to ratings, rates and coverage.

Fire Prevention Queen

AS FEATURE of Fire Prevention Week, KTRE Lufkin, Tex., presented special *Fire Prevention Queen for a Day* program, honoring Mrs. Louise Wooten as "Queen for a Day." She was given honor for having written best essay on Fire Prevention in contest conducted by Junior Chamber of Commerce. In addition to gifts awarded by Lufkin merchants, "Queen" Louise and her husband were given a trip to Texas State Fair at Dallas.

Free Food

KROGER CO., Chicago (groceries), sponsor of *Editor's Daughter* and *Linda's First Love* on WBBM Chicago, is offering free food for a year for a family of four as bonus prize to three winners in each of eight national consumer contests being conducted in grocery field. Contest started Oct. 21, continues through Dec. 3. Firm also is sponsoring promotion for the second show by giving copies of "Linda's heirloom jewelry," rhinestone bracelet, earrings and brooch, to Chicago-area listeners.

Sportscaster

POPULARITY of WLOW Norfolk, Va., sportscaster, Mark Scott, is object of station's latest promotion piece. Sheet features large cover picture of Mr. Scott, and inside lists his accomplishments in world of sports reporting, and in selling sponsor's products.

Personnel

WALLY HUTCHINSON, formerly with Consultants Ltd., San Francisco public relations firm, has joined advertising, promotion and publicity staff of KGO San Francisco, as assistant to **MAURI BAKER,** department manager.

TED BARRETT has been appointed promotion and public relations director of the *Dallas* (Tex.) *Morning News* and its affiliated station, WFAA. He heads a newly reorganized and coordinated department for the newspaper-radio organization.

Mr. Barrett

SALLY NISSEN formerly of KELO Sioux Falls, S. D. has joined sales promotion staff of WCCO Minneapolis.

FRANK JAFFE, promotion manager of WGBS Miami, has been appointed commanding officer of newly created 663rd Composite Squadron Intelligence Reserve, attached to the Miami Air Base, with rank of major.

MARGARET FREY, former production manager with Raymond L. Sines & Assoc., San Francisco, has joined KOMO Seattle, to handle publicity. She will work with **RICHARD E. GREEN,** director of national sales and sales promotion.

FRANK WIGHAM has resigned as photo editor of ABC Hollywood publicity staff. No plans are announced as yet.

RAY BERGMAN, sales service supervisor at KSL Salt Lake City, has been appointed promotion manager, and **SHERRIL TAYLOR,** member of the promotion department, is now publicity director.

JANE WILLCOX, formerly with General Electric's Transmitter Division, has joined promotion department of WFBL Syracuse.

So. Calif. AAAA Shows Films to Agency Buyers

SOUTHERN California Chapter of the AAAA will hold its second mass screening of 16 mm pictures in Hollywood at KTLA (TV) studios Nov. 29. Screening is for agency TV film buyers. Arnold Maguire, West Coast television director of Foote, Cone & Belding, and Leon Benson, television director of J. Walter Thompson Co., are to be co-chairmen.

For more "realism," films will be seen on television monitors instead of on motion picture screens.

WHTC in the Black

WHTC Holland, Mich., on the air three months on 250 w full-time is now operating in the black, according to Millard C. Westrate, WHTC president. The station has been on the air since July 31. The radiator, located near the transmitter building which also houses a small studio, is located in a swamp area with most of the ground wires in the water. The grounding system is proving very efficient, according to station officials.

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CBS COLOR

Demonstration to FCC Was That, No More

CBS' DEMONSTRATION of color television to the FCC [BROADCASTING, Oct. 25] was just that and should not be regarded as "a proposal," President Frank Stanton reiterated in an inter-office memo made public last week.

"It was made clear to the Commission that the demonstration was solely for purposes of information and was not to be construed as a proposal on color television, as it is apparent that economic and manufacturing considerations must weigh equally with technically considerations," he declared.

Columbia's position also has been outlined by Vice President Adrian Murphy, who said the network "is not pushing color televison and is making no proposals for its introduction at this time" [BROADCASTING, Nov. 1].

Mr. Stanton's memo was directed to CBS department heads to present "the facts and our policy" on color. It was prompted by industry discussion and speculation following the demonstration of CBS color—reportedly including electronic and sequential 6 and 12 mc methods—for several FCC members and staff executives.

At Commission Request

Because of changes in FCC personnel since the color television hearings of 1947, Mr. Stanton noted, the Commission itself had expressed a desire for a demonstration.

"We very greatly reduced laboratory work on color" after denial of the CBS color television petition in the 1947 proceedings, President Stanton said.

"We have not carried on any major color research program since that time," he said. "As the principal projects of the laboratory—such as the long-playing record development — permitted, certain additional experiments were made in all-electronic color reception and in 6 mc color transmission."

Mr. Stanton pointed out that these experiments were reported to the Joint Technical Advisory Committee "as information, and specifically not as a CBS proposal." JTAC relayed the information to FCC during its September hearing on the opening of the 475-890 mc band [BROADCASTING, Sept. 27].

Technical

PHILIP C. LITTLE, former chief engineer of KIST Santa Barbara, has joined engineering staff of KEI Los Angeles.

HERB CAHAN has joined WAAM (TV) Baltimore, Md., as operations manager.

GENE CROW, engineer in charge of transmitters at WBKB (tv) Chicago, has resigned to become chief engineer of Meredith Publishing Co.'s station under construction at Syracuse, N. Y.

NATHANIEL BERCOVITZ Jr. and **JAMES MERRILL** have joined KFI-TV Los Angeles engineering staff. Mr. Bercovitz was formerly an operator-announcer of KSRO Santa Rosa, Calif.

WESTINGHOUSE ELECTRIC Co., Pittsburgh, announces production of new electronic lamp, type A-H12 or B-H12, designed to simplify problem of lighting movie sets and television studios by minimizing excessive heat. Lamp utilizes cadmium and mercury vapors.

SWISS RADIO Corp., Geneva, Switzerland, has equipped its six major stations with U. S. made remote control station wagons, fitted with U. S. sound recorders.

GENERAL ELECTRIC Corp.'s Transmitter Division, Syracuse, N. Y., announces production of slide projector, type PF-3-C, for use in TV stations to supply still-projection facilities complementing 16mm and 35mm motion picture equipment.

INTERNATIONAL INSTRUMENTS Inc., New Haven, Conn., announces development of midget meter—one inch in diameter with scale arc of 270°. New instrument will be useful in radio and television.

WKJF (FM) to 20 kw

WKJF (FM) Pittsburgh, licensed by West Virginia Radio Corp., is now operating on full power of 20 kw, Channel 229 (93.7 mc), according to Lee Phillips, manager of the exclusive FM station. H. C. Greer is president. Station, located at 1715 Grandview Ave., Pittsburgh, will broadcast on full-time schedule.

Gale-Resistant TV

TELEVISION antennas capable of withstanding 150-mile-an-hour gales are being constructed by General Electric Co. at its Electronics Park plant, Syracuse. Already completed are antennas for several TV stations in the Gulf area.

JTAC Issues Call For HF Information

THE JOINT Technical Advisory Committee last week appealed to all groups and individuals having "information, engineering data or general comment" in connection with forthcoming FCC hearings on high frequencies to submit the material to it before Nov. 15.

The committee, a joint function of the Institute of Radio Engineers and the Radio Manufacturers Assn., has been asked by the FCC to assist in collecting information for presentation at a three-day engineering conference on television and FM allocations tentatively scheduled for Nov. 30, Dec. 1 and 2.

Persons wishing to submit material should direct it to the JTAC secretary, L. G. Cumming, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

FCC GIVES PRIORITY TO VHF OVER UHF

IF REQUIRED to make a choice between its two major television problems, FCC gives the one regarding low-band television precedence over the question of opening up the high band (475-890 mc).

Soliciting the assistance of the Joint Technical Advisory Committee in preparing for the Nov. 30-Dec. 1-2 engineering conferences (see story above), FCC Chairman Coy wrote in a letter released last week:

. . . The more urgent of the two proceedings is of course the one regarding VHF, involving as it does a freezing of assignments for an indefinite, but we hope limited, period. It would appear, therefore, that any activity in regard to the UHF situation which will result in a delay in the VHF considerations should be postponed until a later date. . . .

D. C. TV Set Figures

AN ESTIMATED 21,200 TV receivers were in operation in metropolitan Washington as of Nov. 1, 1948, according to figures released Tuesday by the Washington Television Circulation Committee. October estimate was 18,300 sets. The figures are derived from monthly TV set sales figures furnished by Washington Electric Institute, and are cross-checked with quarterly RMA sales reports and polls of metropolitan area. Committee comprises James W. Seiler, WNBW (NBC), chairman; Sam Cooke Digges, WMAL-TV (ABC), and Gordon Williamson, WTTG (DuMont).

KFEL Purchases Lookout Mountain FM, TV Site

LOOKOUT Mountain abutment 7,300 feet above sea level has been purchased by KFEL Denver as its future FM and TV site, it was announced last week by Manager Gene O'Fallon.

Transmission tests will be conducted this fall and winter in the UHF 500 mc TV band on an experimental license. Call letters are WXEL. Actual telecasting will not begin until tests have been completed successfully, Mr. O'Fallon said. This will probably be in 1950.

Baltimore TV Sets

OCTOBER sales of 4,000 television sets have boosted the total estimated number of sets in the Baltimore area to 26,000, the Baltimore Television Circulation Committee reported Nov. 1. The three Baltimore video stations now on the air are represented on the committee by Harold P. See, director of television, WBAL-TV; Frederick Allman, vice president, WAAM (TV), and Robert B. Cochrane, program director, WMAR-TV.

Turntable

JACK BERTELL, former CBS vice president in charge of the Artists Bureau, has formed a partnership with **BERNARD L. SCHUBERT**, radio package producer, in the latter's Radio Artists Corp., New York and Beverly Hills, Calif.

FREDERIC W. ZIV Co., Cincinnati, announced purchases by WLOG Logan, W. Va., of its fifth package; and WNDB Daytona Beach, Fla., of five half-hour programs. Company also announced that 17 public utilities companies are now sponsoring its *Favorite Story* show.

ANDY RUSSELL PRODUCTIONS, new television production unit, has been set up in Hollywood by Andy Russell, radio and film singer. With Frank Tashlin and Jack Brooks signed as writers, unit's first production on film will be a "Mr. and Mrs." series starring Mr. Russell and his wife Della. Ideas Unlimited will create the sets.

JON SLOTT and **EMIL FRANK** have been signed as producer-writer team of new weekly half-hour transcribed series *Opera Miniature*, now being produced by The Cardinal Co., Hollywood. Series consists of dramatizations based on grand operas, operettas and musical comedies. Other transcribed shows syndicated by Cardinal Co. include **ART BAKER'S** *Notebook*, *Uncle Remus*, *Sleepy Joe*, and *The Xmas—4*.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has announced it will produce three additional program series for NBC. It will include 13 week half-hour comedy sketch tentatively titled *Jackson & Jill*; 26-week ten-minute children's travelogue, *Going Places With Uncle George*, and 26-week half-hour quiz show, *Quizology*. In addition, firm announces request of eight additional stations to telecast its *Air Power Is Peace Power*, a semi-documentary film.

CHARLES MICHELSON Inc., New York, announces that Blackstone Corp., Jamestown, N. Y. (washing machines), sponsor of its *Blackstone, Magic Detective* has contracted with 17 additional stations to carry show. Blackstone shares half of time and talent costs with its dealers or distributors.

BROADCAST PRODUCTIONS Inc., Detroit, announced that Kaiser-Frazer dealers will sponsor on WXYZ Detroit and four other Michigan stations, its *Family Party* show.

TOPS in TOWER CONSTRUCTION
● GROUND SYSTEMS
● TOWER ERECTION
● COAXIAL TRANSMISSION LINES
● MAINTENANCE and PAINTING
● FM and TV ANTENNA
Over 500 satisfactory installations from Coast-to-Coast. What we have done so well for others should suggest that you consult America's foremost tower specialist on your next tower or antenna job.
TOWER CONSTRUCTION COMPANY • SIOUX CITY, IOWA
402 COMMERCE BLDG. PHONE 5-6761

They Say . . .

SO MANY charges and counter-charges have entered the investigation of the murder of George Polk that the formal findings of the Greek government inevitably will be greeted with skepticism. . . .

"Most of these charges have seemed to argue from rather than to a conclusion. The issuance of warrants against three persons associated with the Greek Communist Party . . . constitutes accusations rather than demonstrated facts. Final judgment must, of course, depend entirely on the evidence produced. . . .

"Most Americans probably will prefer to base their judgment on the reports of the several outside agencies which have been investigating the matter on their own. Neither the Overseas Writers, which sent Maj. Gen. William J. Donovan to Greece, nor the Newsmen's Commission to Investigate the Murder of George Polk has yet issued its statements. . . ."

From an editorial in
The Washington Post

* * *

"THE FCC is looking at radio from the lowest possible view when it considers whether giveaway shows are illegal. Why shouldn't it be proper for the FCC, and the radio industry itself, to consider whether, legal or illegal, giveaway shows are elevating radio or degrading it?

"Radio being to a large extent a public service, and therefore a public trust, it can ill afford to take an attitude of just scraping by the law. Even if giveaway shows were as legal as a non-gold dollar, they would still be an insanity of the times, just as flagpole sitting, marathon dancing and goldfish gulping were insanities of other times.

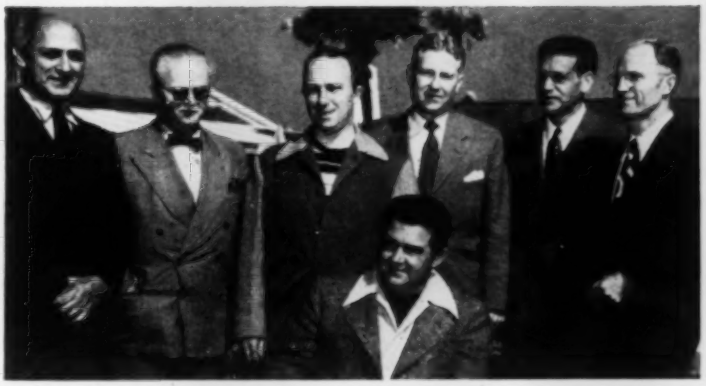
"We hope the hearings which FCC has just concluded will result in the thawing out of these gentlemen, and the interment of the giveaway program deep in the frozen tundra."

From an editorial in the
St. Louis Post-Dispatch

* * *

"THE GREEK government asserts that Mr. Polk (George Polk, CBS correspondent) was slain by a member of the central committee of the Greek Communist party . . . the weaknesses and errors of the Greek government have created a climate of opinion in the United States which made it possible for the murder of an American correspondent to be used against that government . . . public opinion will probably follow the lead of those American groups which have been investigating the case and withhold judgment until, as Mr. Walter Lippmann put it, 'the evidence has been tested in a court of law' . . ."

From an editorial in the
New York Herald-Tribune



A BETWEEN sessions get-together during the First Advertising Agency Group meeting at Ponte Vedra Beach, Fla., Oct. 19-21, included (seated) E. W. Conner, Conner Co., San Francisco, newly elected president, and (standing, l to r) Henry Mayers, The Mayers Co., Los Angeles; W. E. Featherstone, W. E. Featherstone Agency, Salt Lake City, new secretary-treasurer; Richard D. Whiting, Standard Advertising Agency, Seattle; Richard G. Montgomery, Richard G. Montgomery & Assoc., Portland, Ore.; Gene Curtis, Patch & Curtis Agency, Long Beach, Calif., and Phil Gray, Gray & Co., Denver.

Agencies

(Continued from page 10)

RALPH S. COMBS Jr. resigns as copy and publicity director of Ruthrauff & Ryan, Seattle, Nov. 15 to join Condon Co., Tacoma, in similar capacity.

BODINE & MEISSNER, Los Angeles, has moved to new offices at 357 South Robertson Blvd., Beverly Hills.

JOHN M. QUICK, former advertising manager of Sunbeam Electric Co., Los Angeles, joins Mann Adv., same city as production manager.

LATHROP MACK, former manager of NBC Hollywood Spot Sales and more recently account executive of KFOX Long Beach, Calif., appointed vice-president and general manager of Davis-Harrison-Simonds, Hollywood.

BION ATKINSON, freelance artist, joins Biow Co., San Francisco, as art director.

GARDNER Adv. Co., St. Louis, resigns as advertising agency for Hyde Park Breweries Assn., St. Louis, effective Nov. 17.

MARK R. CASTLE, former account executive for S. Duane Lyon Inc., New York, joins Harry Craft Adv., New York, as an associate and account executive.

DONOLD HYDE and **JAY HYDE** opened offices at 218 N. Canon Dr., Beverly Hills, Calif. Phone: CRestview 4-5261.

WJPS, ABC OUTLET, STARTS ON 1330 KC

A NEW ABC affiliate, WJPS Evansville, Ind., was started Oct. 30 on 1330 kc with 5 kw day and 1 kw night. Robert J. McIntosh is general manager of the station, owned and operated by WJPS Inc. National representative is Robert Meeker Assoc. Chicago.

Mr. McIntosh

Mr. McIntosh, formerly with WGRC Louisville as program director and sales representative, served as an Army Air Force public relations officer during the war.

Officials and personnel of the station include Robert Davis, president of the licensee corporation; Jack McLean, program director; Gilbert Hoffman, chief engineer; E. Ward Crane, continuity and promotion director, and Vern Paul, chief announcer and director of special events.

Eager Beavers

EAGER BEAVERS and a few unhandy woodsmen have been giving KXLL Missoula, Mont., a bad time in the last few weeks. It all started when a crew of men felled a tree on the main power line, cutting off power and telephone service to the KXLL transmitter. A few days later, the station reports, a beaver took up the idea and dropped a tree across a 100,000 volt line which serves western Montana. About the time a power company crew was returning from repairing this break the beavers did it again. They felled another tree across power and telephone line, forcing the station off the air once more.

Adult Education School, WPIX Give TV Course

WPIX (TV), New York, and the Adult Education School of New York U. are jointly presenting a 15-week advanced television course, according to Robert L. Coe, station manager.

The course, "Operation and Maintenance of Television Equipment," is one of an N.Y.U. series on radio and video meriting a general education certificate. It is conducted in the WPIX studios and control rooms. Engineers Otis S. Freeman and Lou Climent are instructors.

Synthetic Quartz

SYNTHETIC quartz crystals suitable for use in radio equipment have been produced under sponsorship of the Army Signal Corps. During September, Signal Corps headquarters at Fort Monmouth, N. J., announced, the Brush Development Co., Cleveland, delivered the largest synthetic quartz crystal known to have been produced from any artificial source. Crystal, whose diameter is equal to that of a silver dollar, is essentially free from defects, the anouncement said.

The Most Powerful Advertising Influence in the Southwest

WOAI San Antonio

50,000 WATTS
CLEAR CHANNEL

NBC Affiliate ★ Member TQN

Represented by Edward Petry & Co., Inc.

ACTIONS OF THE FCC

OCTOBER 29 to NOVEMBER 4

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

October 28 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

Bartley T. Sims, Ukiah, Calif.—CP new AM station 1400 kc 250 w unl. AMENDED to change name of applicant to William T. Smith and Bartley T. Sims, partnership d/b as Ukiah Bcstg. Co.

AM—920 kc

WALT Tampa, Fla.—CP change 1110 kc to 1250 kc, increase 1 kw to 5 kw, change hours operation from D to unl., install DA-DN. AMENDED to request 920 kc 1 kw, make DA changes.

AM—1340 kc

Manistee Radio Corp., Manistee, Mich.—CP new AM station 1340 kc 250 w unl. AMENDED re stockholders.

AM—1450 kc

Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—CP new AM station 1450 kc 250 w unl. AMENDED to change type trans. and change corporate structure.

AM—950 kc

WGBG Greensboro, N. C.—CP change 980 kc to 950 kc, change hours from D to unl., increase 1 kw to 5 kw DN and install DA-DN. AMENDED to change power to 1 kw and make DA changes.

AM—1360 kc

KRIS Corpus Christi, Tex.—CP change trans. and studio sites.

AM—950 kc

WKNA Charleston, W. Va.—CP increase 1 kw to 1 kw-N 5 kw-D.

License for CP

WEKR Fayettsville, Tenn.—License to cover CP new AM station. AMENDED to change name to Elk River Bcstrs. Inc.

WDEV Waterbury, Vt.—License to cover CP change hours, etc.

Assignment of License

KBST Big Spring, Tex.—Voluntary transfer of control from Housten Harte, M. B. Hanks, Edward Barrett, Bonnie Davis, Isabelle Harte, Mrs. Eva M. Hanks and Lieut. R. W. Whipkey to William J. Wallas, R. W. Whipkey, Howard Barrett and Lewis O. Seibert, partnership d/b as Big Spring Bcstg. Co. AMENDED to change from transfer of control to assignment of license from Big Spring Herald Bcstg. Co. to Big Spring Bcstg. Co.

Modification of CP

WKVM Arecibo, P. R.—Mod. CP change frequency, increase power etc. AMENDED to change power from 10 kw-N 25 kw-D to 10 kw after sunset San Jose, Costa Rica, and 25 kw from local sunrise to sunset at San Jose, on 1070 kc.

License for CP

WOSH-FM Oshkosh, Wis.—License to cover CP new FM station.

Modification of CP

WBIK Chicago—Mod. CP new FM station to change ERP from 17 to 19.1 kw and ant. height above average terrain.

WGTR Boston—Mod. CP new FM station for extension of completion date.

WCAR-FM Pontiac, Mich.—Same.

WCMA-FM Corinth, Miss.—Same.

WEWS Cleveland—Mod. CP new commercial TV station for extension of completion date.

WTMJ-TV Milwaukee—Same.

WLOF Orlando, Fla.—License to cover CP change frequency, increase power, etc.

October 29 Decisions . . .

DOCKET CASE ACTION

Petition Granted

Adopted order (1) granting petition of Skyland Bcstg. Corp., Dayton, Ohio, for removal of cond. imposed upon its grant for new FM station in Dayton; (2) vacated that cond. of grant of this application, that Ronald B. Woodyard dispose of his interest in Radio Voice of Springfield, Springfield, Ohio; (3) granted Skyland's request for extension of time within which it may comply with cond. set forth in Commission's decision granting its application for AM station at Dayton, and further ordered that time within which petitioner may comply with cond. set forth in Commission's decision be extended until such time as Commission disposes of that part of instant petition requesting waiver of cond.

BY COMMISSION EN BANC

Thackrey Sale

Adopted memorandum opinion and order which (1) denied petition by Southern California Television Co. that Dorothy S. Thackrey and Warner Bros. Pictures Inc., parties to proposed transfer of control of KYA, KLAC and KLAC-TV, be required to modify contract and AVCO advertising notice to stipulate separate considerations for three properties so as to permit competitive bids for any of stations singly; and (2) granted joint petition of Thackrey and Warner Bros. requesting that Commission accept without mod. applications and AVCO public notices proposting to transfer control of these stations for lump consideration. Commission also extended to Nov. 29 time within which competitive bids for lumped broadcast facilities may be filed.

Thackrey-Warner applications pending before Commission seek consent to combination sale of stock of two corporations involved from Thackrey to Warner Bros. for $1,045,000. Thackrey owns all stock of KMTR Radio Corp., licensee of AM station KLAC and permittee of television station KLAC-TV Los Angeles, and of Palo Alto Radio Station Inc., licensee of AM station KYA San Francisco.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Radio Delano, Delano, Calif.—Granted petition to dismiss without prejudice AM application.

L. W. Andrews Inc., Davenport, Iowa—Granted petition to dismiss without prejudice FM application.

Central Valleys Bcstg. Co., Sacramento, Calif.—Granted petition to dismiss without prejudice TV application.

Diamond H. Ranch Bcstrs., Auburn, Calif.—Granted petition to continue indefinitely hearing scheduled Nov. 10 at Auburn in re AM application.

Marion Bcstg. Co., Marion, Ill.—Granted petition to accept late appearance in proceeding in Doc. 8708.

Rib Mountain Radio Inc., Wausau, Wis.—Granted petition to dismiss without prejudice AM application.

Northwest Public Services, Kelso, Wash.—Continued hearing in re AM application presently scheduled Nov. 8 at Kelso, Wash., to Nov. 10 at Kelso.

Fred G. Goddard, Hoquiam, Wash.—Granted petition to dismiss without prejudice AM application and closed record in proceeding.

E. Texas Bcstg. Co., Tyler, Tex.—Granted petition for continuance of further consolidated hearing scheduled for Nov. 8 in Washington, to Nov. 29, in Washington.

Radio New Orleans Inc.,—New Orleans—Granted petition to accept late its written appearance in proceding on application and admitted John M. Wisdom, Saul Stone, Norton L. Wisdom and Paul O. H. Pigman to participate as attorneys **pro hac vice** in this proceeding.

Ari-Ne-Mex Bcstg. Corp., Escondido, Calif.—Granted petition to dismiss without prejudice AM application.

Scripps-Howard Radio Inc., Cleveland—Granted petition for indefinite continuance of oral argument presently scheduled Nov. 5 in proceeding on application and that of Cleveland Bcstg. Inc.

KWHN Bcstg. Co. Inc., Fort Smith, Ark.—Granted petition for continuance of hearing on applications in re Doc. 8983 and 8984, presently scheduled Nov. 18, to Jan. 17, 1949, at Ft. Smith.

October 29 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WBBZ Ponca City, Okla.—Assignment of CP and license from Adelaide Lillian Carrell to Ponca City Pub. Co.

License Renewal

WIKK Erie, Pa.—License renewal AM station.

License for CP

WBZ-FM Boston—License to cover CP new FM station.

Modification of CP

KRUZ-FM Santa Cruz, Calif.—Mod. CP new FM station for extension of completion date.

WRXW Louisville, Ky.—Same.

WWOL-FM Buffalo—Same.

WHKY-FM Hickory, N. C.—Same.

KMUS-FM Muskogee, Okla.—Same.

WKAP-FM Allentown, Pa.—Mod. CP new FM station to change from Class B to Class A, specify Channel 292 (106.9 mc), ERP 0.80 kw.

WKPB Knoxville, Tenn.—Same.

KECA-TV Los Angeles—Mod. CP new commercial TV station to decrease ERP from vis. 29.8 kw, aur. 14.8 kw to vis. 29.4 kw, aur. 14.7 kw, change studio location.

TENDERED FOR FILING

Transfer Control

KSFT Trinidad, Col.—Transfer control from E. O. Schoembs and B. C. Bulson et al to Ellis P. Lupton.

Assignment of License

KVOU Uvalde, Tex.—Assignment of license from E. J. Harpole, W. J. Harpole and William T. Kemp to E. J. and W. J. Harpole d/b as Uvalde Bcstrs.

APPLICATIONS DISMISSED

AM—1060 kc

Mississippi Valley Bcstg. Co., New Orleans—CP new AM station 1060 kc 1 kw-N 10 kw-D unl. DA DISMISSED at request of attorney.

AM—740 kc

Mississippi Projects Co., Greenwood, Miss.—CP new AM station 740 kc 1 kw D DISMISSED at request of applicant.

November 1 Decisions . . .

DOCKET CASE ACTIONS

FM—99.9 mc

Announced proposed decision looking towards grant of application of Inter-City Bcstg. Co. for new Class B FM station in Providence, R. I., Channel 260 (99.9 mc), and denial of application of Rhode Island Bcstg. Co. for same facilities.

Petition Denied

Announced proposed decision looking towards denial of petition of Elberton Bcstg. Co. (WSGC), Elberton, Ga. seeking reconsideration of Commission's action of Oct. 30, 1947, granting application of Northeast Georgia Bcstg. Co., Gainesville, Ga., for new station 1400 kc 250 w unl.

AM—1430 kc

Announced proposed decision looking towards denial of application of United Bcstg. Corp. for new station at Pittsburgh 1430 kc 1 kw-N 5 kw-D unl.

BY THE SECRETARY

Following were granted extension of completion dates for periods indicated: WCAP Asbury Park, to 1-26-49; WCAM Camden, N. J., to 1-26-49; KLAC Los Angeles, to 1-25-49; WNAO-FM Raleigh, to 11-27-48; WJAS-FM Pittsburgh, to 5-1-49; KRSC-TV Seattle, to 2-15-49; WJBK-TV Detroit to 5-20-49; WICU Erie, Pa., to 3-1-49.

W9XMB The Moody Bible Institute of Chicago—Granted CP to change power to 10 w and change type eqpt. and ant. system in STL.

KEX Portland, Ore.—Granted license increase power to 50 kw, install new trans. DA-DN, and change in trans. and studio locations.

WIBM Jackson, Mich.—Granted license install new vertical ant. and mount FM ant. on AM tower, and change trans. and studio locations.

WEEK Peoria, Ill.—Granted voluntary assignment of license from corporation to newly formed partnership composed of same partners.

WTAL-FM Tallahassee, Fla.—Granted mod. CP change type trans.

WGCM-FM Gulfport, Miss.—Same.

KRKD-FM Los Angeles.—Same.

W8XCO-TV Inc., Area Columbus, Ohio—Granted CP new exp. TV relay.

WTAR-TV Norfolk, Va.—Granted mod. CP to decrease ERP from vis. 24.2 to 24 kw, aur. from 12.1 to 12 kw, and make slight change in trans. site.

WJAS WJAS-FM Pittsburgh—Granted involuntary transfer of control from H. J. Brennen, deceased, to H. Kenneth Brennen and Margaret M. Brennen, executors of estate.

(Continued on page 78)

When you think of

REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
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In Canada and Newfoundland Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

Wherever time is bought the YEARBOOK helps SELL it

- Guaranteed circulation: 16,500.
- Final advertising deadline: December 1.
- Write, wire or call collect for reservation. National Press Building, Washington 4, D. C. MEtropolitan 1022 .

FCC Actions

(Continued from page 76)

WIBM WIBM-FM Jackson, Mich.—Granted mod. licenses to change studio locations of AM and FM stations.

KEVT Kerrville, Tex.—Granted license new AM station 1230 kc 250 w unl.

WFTR Front Royal, Va.—Granted license new AM station.

WATL Atlanta, Ga.—Granted license change to 1380 kc, increase power to 5 kw, install new trans. and DA-N and change trans. site.

WROV Roanoke, Va.—Granted license cover change to 1240 kc.

WFLA Tampa, Fla.—Granted license covering change in DA-N.

WERD Atlanta, Ga.—Granted license new station 860 kc 1 kw D, and to specify studio location.

KRPI James E. Murray, Area Hutchinson, Kans.—Granted voluntary assignment of license to KWHK Bcstg. Co. Inc.

KGFN Grass Valley, Calif—Granted voluntary assignment of license from partnership to new corporation composed of same partners.

WTRY Troy, N. Y.—Granted CP install old main trans. at present location of main trans. to be used for aux. with 1 kw DA.

Oral J. Wilkinson, Murray, Utah—Granted mod. CP change type trans. and for approval of ant., trans. and studio locations.

WTOC Savannah, Ga.—Granted CP install new trans.

WASK Lafayette, Ind.—Granted CP reinstate CP install old main trans. at present location of main trans. to be used for aux. only.

WMER Morristown, N. J.—Granted mod. CP to change type trans. and change studio location.

WMRC Greenville, S. C.—Granted mod. CP which authorized change frequency, etc., to change trans. location and change trans. type.

WOW Omaha, Neb.—Authorized cancellation of CP as mod. to make changes in vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates as indicated: KTLA Hollywood, to 12-31-48; WRGB Schenectady, to 1-1-49; WNHC-TV New Haven, to 4-28-49; KRPO San Jose, Calif., to 2-16-49, on cond. that construction be completed or an interim operation provided by that date; WJAX-FM Jacksonville, to 1-25-49; WERE-FM Cleveland, to 11-15-48; WPRO-FM Providence, to 1-12-49; WXRT Chicago, to 4-24-49; WFPG-FM Atlantic City, to 2-23-49; WGTC-FM Greenville, N. C., to 4-24-49, on cond. that construction be completed or interim operation provided by that date.

WOAY Oak Hill, W. Va.—Granted license change type trans., changes in vertical ant. and mount FM ant. on side of present AM tower.

WGEZ Beloit, Wis.—Granted license new AM station 1490 kc 250 w unl.

KBUC Corona, Calif.—Same 1370 kc 500 w unl. DA.

WKCJ Utica, N. Y.—Granted request to cancel CP new FM station.

WPPA-FM Pottsville, Pa.—Granted mod. CP to change trans.

KGHF Pueblo, Col.—Granted mod. CP to change type trans.

KRST Tyler, Tex.—Granted CP reinstate CP changes in vertical ant. and change in trans. location.

Following were granted extension of completion dates for periods indicated: WBT Charlotte, to 5-4-49; WDFM Detroit, to 3-23-49, and cond. that construction be completed or interim operation provided by that date; WONS-FM Hartford, Conn., to 1-15-49, on cond. that construction be completed or interim operation provided by that time; WGAU-FM Athens, Ga., to 1-30-49; KXEL-FM Waterloo, to 2-22-49; KWFM San Diego, to 1-30-49.

ACTION ON MOTION
(By Commissioner Hyde)

Pioneer Bcstrs. Inc., Pleasantville, N. J.—Denied petition for leave to amend application to show deletion of A. Harry Zoog as stockholder, officer and director of applicant corporation.

November 1 Applications . . .

ACCEPTED FOR FILING
AM—1450 kc

Harding College, Searcy, Ark.—CP new AM station 1490 kc 100 w unl. AMENDED to request 1450 kc 250 w unl. and change studio location (Contingent on KXLR changing frequency).

AM—610 kc

Kermit Bcstg. Co., Kermit, Tex.—CP new AM station 610 kc 1 kw D. AMENDED to change name of applicant to G. H. Cook tr/as Kermit Bcstg. Co.

Modification of License

WLOI LaPorte, Ind.—Mod. license new AM station to change studio location.

Modification of CP

WEBS Oak Park, Ill.—Mod. CP new AM station for extension of completion date.

Transfer of Control

WHAS Louisville, Ky.—Transfer of control from Courier Journal and Louisville Times Co. to Crosley Bcstg. Corp.

KTRE Lufkin, Tex.—Relinquishment of control through sale of 142 sh from Ernest L. Kurth Sr. to E. L. Kurth Jr. et al.

Assignment of License

KEPO El Paso, Tex.—Assignment of license from H. J. Griffith tr/as West Texts Bcstg. Co. to KEPO Inc.

Modification of CP

KROS-FM Clinton, Iowa—Mod. CP new FM station for extension of completion date.

WTPS-FM New Orleans—Same.

WLWF Columbus, Ohio—Same.

WVKO Columbus, Ohio—Same.

WKRV Ravenna, Ohio—Same.

WRR-FM Dallas, Tex.—Same.

WRHI-FM Rock Hill, S. C.—Mod. CP new FM station to change ERP from 2.1 to 9.4 kw.

TENDERED FOR FILING
Transfer of Control

WITA San Juan, P. R.—Transfer of stock owned by Bernard and Elizabeth A. Rubeli to Antonio Ayuso Valdivieso.

AM DELETION
AM—1400 kc

WMDL Ernest H. Warnock, Middletown, N. Y.—Deleted authorization for new AM station 1400 kc 100 w. unl. and call letters cancelled. CP expired Oct. 16.

November 2 Applications . . .

ACCEPTED FOR FILING
AM—550 kc

WNDB Daytona Beach, Fla.—CP change from 1150 kc to 550 kc, change hours from D to unl., install DA-N and specify power 1 kw DN.

License for CP

WBIS Bristol, Conn.—License to cover CP new AM station.

WBIW Bedford, Ind.—Same.

KLKC Parsons, Kan.—Same.

KEYD Minneapolis—Same.

KLTI Longview, Tex.—Same.

KIHN Hugo, Okla.—Same. Also specify studio location.

TENDERED FOR FILING
Transfer of Control

KVOR Colorado Springs, Col.—Transfer of control and assignment of license from Out West Bcstg. Co. to Aladdin Radio and Television Inc. (Contingent on transfer of KLZ properties).

KLZ KLZ-FM Denver—Transfer of

(Continued on page 85)

UNITED DENIED

Coverage Standards Is Issue

FOR FAILURE to comply with FCC's coverage standards, the Commission proposed last week to deny United Broadcasting Corp.'s application for a new station at Pittsburgh on 1430 kc with 5 kw day and 1 kw night.

In another "engineering" case FCC issued a proposed decision upholding its year-old grant to Northeast Georgia Broadcasting Co. for WDUN Gainesville, on 1400 kc with 250 w [BROADCASTING, Nov. 3, 1947]. The decision proposed to deny a petition for reconsideration filed by WSGC Elberton, Ga., which claimed its own 1400 kc operation would receive interference from the Gainesville station.

In the Pittsburgh decision the Commission concluded that United's proposed station would not deliver the "minimum field intensity of 5 to 10 millivolts per meter" which the standards anticipate for "the most distant residential section" of the city; would serve "only 63% of the population of Pittsburgh at night," and would serve only 23.8% of the population of the metropolitan district at night and only 76.2% daytime, as compared to 90% required by the standards.

FCC found no "clear showing of facts warranting such deviation from the standards."

Headed by Cook

United is headed by Richard J. Cook, magazine publisher who has had experience as a commentator on KQV Pittsburgh. Principal stockholders (12½% each) are Mr. Cook; John H. Harris, who is associated with several amusement enterprises; Thomas Philip Johnson, attorney and businessman; Austin E. Sigler, road material contractor; Meade J. Mulvihill, attorney, and Daniel C. and Michael H. Parish, contractors. The rest of the stock is held by H. Sheldon Parker and Nathan K. Parker (6¼% each).

The Georgia case was one of the first involving a hearing on a petition for reconsideration. The hearing was ordered shortly after the U. S. Court of Appeals for the District of Columbia handed down its far-reaching "WCKY Decision" on licensees' hearing rights [BROADCASTING, April 19]. The court's view, as carried a step farther in the subsequent "WJR Decision" [BROADCASTING, Oct. 11], is that FCC must accord a hearing to any station which claims it would be harmed by the grant of another application.

FCC held its hearing on WSGC's claims against the WDUN grant last June. In its proposed decision, issued Monday, the Commission concluded that the measurements filed by Northeast Georgia, the applicant, were made in compliance with FCC's standards and that Northeast was correct in interpreting them to mean that the Gainesville station would not cause objectionable interference to WSGC.

Northeast Georgia is headed by Paul Flagines, theatre executive. Stockholders are James A. and Edgar B. Dunlap, attorneys, who have 23.2 and 22.8% respectively; Mr. Flagines, John Jacobs Jr., and Leslie D. Quinlan, businessmen, 14% each; A. S Hardy, newspaper publisher, 8%, and J. Henry Washington, banker, 4%.

In both proposed decisions FCC's recommendations were in line with those of the respective hearing examiners: Examiner J. Fred Johnson Jr. in the Pittsburgh case and Examiner J. D. Bond in the Gainesville case.

Two styles. $4.95 Each

Attract Station identification among the spectators of your audience and remote shows! Salesmen identify themselves when calling on new and old accounts. Two hit designs on maroon or blue silk: your call letters hand-painted on a mike or program name and station below a clever disc jockey cartoon. Perfect length for Windsor knot. Be the first to sport smart new Micro-ties.

Send your order now.
To: Lee Edwards, P.O. Box 290
Madison, Wis.
I enclose check ( ) money order ( ) for the following ties at $4.95 each. (No COD's):
.....Micro-ties: Maroon ..... blue .....
Station ..... Disc jockey ties: Maroon ..... blue ..... Station: .....
Program title .....
Your name .....
Street .....
City ..... State .....

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100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
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DENVER SALE

Seven Other Applications Also Filed

APPLICATIONS for consent to the sale of KLZ and KLZ-FM Denver and KVOR Colorado Springs to Aladdin Radio and Television Inc. [BROADCASTING, Nov. 1] were received last Monday at the FCC. Gross sale price is approximately $1 million.

Applications for transfer of control in the following stations also were received: WGNS Murfreesboro, Tenn.; KIOX Bay City, Tex.; KATE Albert Lea, Minn.; KORN Fremont, Neb.; WITA San Juan, P. R.; KVOU Uvalde, Tex., and WIL and WIL-FM St. Louis.

Majority interest of 74% in KLZ Broadcasting Co. is sold to Aladdin for $407,000 plus 74% of the fair market value of the net quick assets of the company. The remaining 26% is sold by E. K. Gaylord to Frank H. Ricketson Jr., 23% owner of Aladdin, for $143,000 plus 26% of net quick assets.

In the KVOR transaction, Out West Broadcasting Co., licensee, sells 66⅔% of its outstanding stock for $66,875 plus the same percentage of net quick assets. Mr. Gaylord sells his 33⅓% to Mr. Ricketson for $33,125 and the same return from quick net assets.

Market value of the net quick assets for both stations is estimated at approximately $350,000.

In addition to the sum paid by each stockholder for his interest (there are 10,000 shares of stock at $10 a share) a debenture of $400,000 is subscribed by the stockholders in proportion to the stock bought.

Harry E. Huffman, district manager of Fox Denver Theatres, is listed as president of Aladdin. With his wife, Christine M. Huffman, he holds 23% of the new company. The Huffmans also own two-thirds of Winters-Huffman Drug Co., retail drug firm in Denver, and the Aladdin and Bluebird theatres which they lease to subsidiaries of Fox Inter-Mountain Theatres Inc.

Treasurer of Aladdin is Mr. Ricketson, who is president and director of Fox Inter-Mountain. He holds no interest in the Fox firm.

Albert J. Gould, attorney, is secretary and 2% owner in Aladdin. He is also secretary and director of Fox Inter-Mountain but holds no interest.

The application lists Hugh B. Terry, manager and secretary-treasurer of KLZ, as executive vice president and 2% owner in Aladdin. Mr. Terry is also assistant secretary of Out West but holds only qualifying shares in both stations.

J. Elroy McCaw, with other radio interests, is 25% stockholder in the new firm. These interests include: president and 50%, Central Broadcasting Corp., KELA Centralia, Wash.; partner and 50%, Island Broadcasting Co., KPOA Honolulu, and vice president and 33⅓%, Yakima Broadcasting Corp., KYAK Yakima, Wash.

The remaining 25% interest is held by Theodore R. Gamble and his wife Myrtle W. Gamble. Mr. Gamble, wartime head of the Savings Bonds campaigns, has wide holdings in theatre leasing organizations.

Subsequent realignments in stock ownership were suggested by the application to permit certain employes to acquire interests. The exact extent of Mr. Terry's holdings also has not been definitely decided.

McCaw to Be Treasurer

After acquisition of control by Aladdin, the application states, Messrs. McCaw, Terry and Gamble will become directors. Mr. McCaw will succeed Mr. Ricketson as treasurer and Mr. Gould will relinquish his directorship.

Messrs. Ricketson, Gould and McCaw are at present officers in Denver Broadcasting Co., applicant for 810 kc there with 25 kw night and 50 kw day, directional. If the transfers are approved this application reportedly will be dropped.

KLZ is on 560 kc with 5 kw and KVOR operates on 1300 kc with 1 kw. Both stations are CBS affiliates.

Details of other transfers:

WGNS Murfreesboro, Tenn.—Assignment of license from Cecil N. Elrod, Cecil N. Elrod Jr. and S. D. Wooten Jr. d/b as Murfreesboro Broadcasting Service to WGNS Inc., new firm of all but Mr. Wooten who sells his one-third interest for $11,250. WGNS Inc. is composed of Mr. Elrod Jr. as president, Mr. Elrod Sr. as secretary-treasurer and Mrs. Elrod Sr. as vice president. Each holds one-third interest. WGNS is assigned 250 w on 1450 kc.

KIOX Bay City, Tex.—Assignment of license from partnership of John George Long, T. C. Dodd and Harry L. Reading to Mr. Long trading under same firm name, Bay City Broadcasting Co. Mr. Dodd sells his two-sixths interest for $9,753.47 and Mr. Reading sells his one-sixth interest for $7,125. "Station has been operating at a loss, and other partners are reluctant to continue meeting deficits," Mr. Long's application said. Mr. Long also is licensee KSAM Huntsville, Tex., and principal owner of KVIC Victoria, Tex. KIOX is assigned 1 kw on 1270 kc.

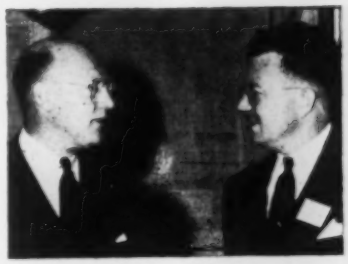
KATE Albert Lea, Minn. — Relinquishment of negative control in Albert Lea-Austin Broadcasting Co. Inc., licensee corporation. According to option agreement of Oct. 27, 1947, Edgar L. Hayek has sold 40 of his 200 shares to Bennett O. Knudson at $354 per share. Option pact further provides Mr. Knudson, George Wolf, owner 100 shares, and William B. Wolf, owner 100 shares, may acquire rest of Mr. Hayek's stock in 40-share blocks. Jan. 1, 1950, price will be $358 per share; Jan. 1, 1951, $362 per share, and Jan. 1, 1952, $366 per share. KATE is assigned 250 w on 1450 kc.

KORN Fremont, Neb. — Assignment of license from Inland Broadcasting Co. to Walker Newspapers Inc. for total consideration of $22,000. Inland, licensee of KBON Omaha and KOLN Lincoln, stated it found operation "economically impractical for absentee ownership." Walker Newspapers, chiefly owned by Lester A. and Maxine J. Walker, publishes daily *Guide* and *Tribune*. KORN is assigned 100 w on 1340 kc.

WITA San Juan, P. R.—Transfer of 50% interest in Electronic Enterprises Inc., licensee, from Bernard and Elizabeth A. Rubeli to Antonio Ayuso Valdivieso for $25,000. Mr. Valdivieso is president and managing editor of Prensa Insular de Puerto Rico Inc., publisher of daily *El Imparcial*. He has 2.6% interest in paper. Other 50% interest in WITA is held by Virgle H. and Gloria S. Meador. WITA is assigned 250 w on 1400 kc, fulltime.

KVOU Uvalde, Tex.—Assignment of license from partnership of Edward J. Harpole, William T. Kemp and W. J. Harpole to new partnership of Messrs. Harpole doing business under same name. Uvalde Broadcasters. Mr. Kemp, one-third owner, sells interest to other partners for $7,000. He is manager of KVER Albuquerque and applicant for interest in that station. KVOU is assigned 250 w on 1490 kc, fulltime.

WIL and WIL-FM St. Louis—Transfer of control of Missouri Broadcasting Corp., licensee, from C. W. Benson to L. A. Benson. C. W. Benson sells his 49% interest for $137,200 to licensee corporation so that L. A. Benson, 50% owner, acquires control. L. C. Frick holds 1%. WIL operates with 250 w fulltime on 1230 kc but has a grant for 1430 kc with 5 kw.



J. LEONARD REINSCH (r), managing director of the Cox stations, conducts Agriculture Secretary Charles F. Brannon on a tour of the new WSB-TV studios during a visit of the government official to Atlanta.

Lone Star Chain Helps Mark Oil Progress Day

NINETEEN Lone Star Chain stations helped Texas observe Oil Progress Day Oct. 14 with a half-hour broadcast.

WBAP Fort Worth originated the first 15 minutes. It covered the opening of the Texas Mid-Continent Oil and Gas Assn. meeting, including a talk by Eugene Holman, president of Standard Oil of New Jersey.

KXYZ Houston took over the second 15 minutes, presenting a documentary on early Texas oil history and a remote broadcast from a well actually being drilled.

Sponsor was Lufkin Foundry and Machinery Co. (oil well equipment), Lufkin, Tex.

Other LSC participating stations were KTBC Austin, KTSA San Antonio, KWKC Abilene, KTXL San Angelo, KOSA Odessa, KROD El Paso, KGNC Amarillo, KFDX Wichita Falls, KFYO Lubbock, KFDM Beaumont, KEYS Corpus Christi, KRGV Weslaco, KTRE Lufkin and KTBB Tyler.

Mr. Holman (center) chats with R. B. Anderson (l), president of Texas Mid-Continent Oil and Gas Assn., and Chem Terry, WBAP announcer.

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REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

UNIVERSITY RADIO
Facilities Expanded, Courses Enlarged at Georgia U.

U. OF GEORGIA'S Henry W. Grady School of Journalism has expanded its radio facilities and enlarged its radio curriculum, John E. Drewry, the school's dean, announced last week.

"Gifts of useful equipment from WSB Atlanta and WTOC Savannah have been of great value," Dean Drewry commented. "WGAU Athens, which has served for years as the outlet for university programs, has contributed much to the success of the department."

Facilities of the radio section, Dean Drewry said, now include two studios, an observation gallery, control room, audition room, lecture room and office. The section is under supervision of Franklin Butler, assistant professor of journalism. Courses are offered in the history of broadcasting, radio newswriting, radio advertising, social aspects of radio and radio performance.

Members of the university's Radio Workshop are presenting daily newscasts and a 15-minute three-weekly women's program on WGAU. Plans are under way to present additional shows on WRFC Athens and other stations in the near future, Dean Drewry said.

TV Studio Design Rights Assigned to Austin Co.

THE AUSTIN Co., engineers and industrial plant builders, has been assigned patents covering design of television studios. The design incorporates layout features which permit rapid changes of scenes and audience without duplication of TV equipment.

It is the first time the turntable stage incorporated in the design has been used by the firm, according to J. K. Gannett, vice president and director of engineering and research. Separate audience seating areas, each accommodating several hundred people, are provided on either side of a single broadcasting control room. They can be used alternately or jointly.

WHIM GETS GRANT
Providence FM Denied WRIB

LENGTH of the proposed operating schedule was a major factor in FCC's proposal last week to award the only remaining Class B FM channel at Providence, R. I. to WHIM Providence instead of WRIB, also of Providence.

The Commission also preferred WHIM on grounds of greater ownership participation in station affairs. Further, FCC questioned the "diligence" shown by WRIB with respect to the logging—and limiting—of commercial announcements on its Portuguese language programs.

WHIM and WRIB, both AM daytimers, are applying for Channel 260 (99.9 mc), only unassigned Class B frequency allocated to the Providence area. Grants have been issued for six others—five in Providence and one in Pawtucket.

FCC's proposed decision, released Monday, noted that WHIM proposed to operate its projected FM station from 7 a.m. to 10 p.m., while WRIB's at the start would operate only from 3 to 6 and from 7 to 10 p.m.

No Definite Plan

"Although the latter proposes eventually to lengthen its FM operation," FCC said, "its intentions are not translated into any definite plan as to when, or to what extent, such lengthening . . . would occur.

"FM is a new service and the period of operation of such proposed stations is one of the important considerations in any determination of operation in the public interest, convenience and necessity. Other significant elements being equal, the applicant . . . having definite plans for the longer period of operation . . . is to be preferred."

WHIM, licensed to Inter-City Broadcasting Co., proposed to duplicate all its AM programs on FM. WRIB, owned by R. I. Broadcasting Co., planned to duplicate all its AM foreign-language and part of its English-language programs. FCC did not agree with WRIB that its application should be preferred because of the foreign-language programming.

Inter-City is headed by Robert T. Ingles, who is also general manager. It is principally owned (37½% each) by Harris H. Thomson of Washington, D. C., 5% owner of WGAY Silver Spring, Md., and his sister, Mrs. Theodora T. Kluge, also of Washington. Mr. Ingles and C. George Taylor, WHIM program director, own 12½% each. WHIM is on 1100 kc with 1 kw, daytime only.

R. I. Broadcasting is owned in equal shares (20% each) by President Frank Rao and John Rao, wholesale liquor dealers; William Blanchard, oil company president; Mrs. Irma Pace, whose husband is principal timebuyer for Italian-language programs broadcast by WRIB, and Harold Arcaro, attorney and businessman. WRIB is a 250 w daytimer on 1220 kc.

In its proposal to grant the WHIM application, FCC followed the recommendations of Hearing Examiner Fanney N. Litvin, which were made public simultaneously with FCC's proposed decision.

PROMOTION IS SET FOR SEATTLE TV DAY

KRSC-TV Seattle plans to get under way Thanksgiving Day (Nov. 25) on Channel 5, 72-78 mc, [BROADCASTING, Sep. 20, Oct. 25]. The day has been designated TV Day, and 19 Seattle area distributors of television receivers are conducting a joint promotional campaign.

Chairman of the distributors' group is H. E. Zobrist, president of the Herb E. Zobrist Co. (Stromberg-Carlson). Mr. Zobrist said the group plans to raise a fund to sponsor a "live" television program on KRSC-TV from 1 to 2 p.m. on each of the five days following TV Day. Plans also are being made to expand the distributor group into a more comprehensive organization called the Puget Sound Television Council.

The promotion committee for TV Day includes: Hal Shaffer, radio sales manager for Sunset Electric (Emerson); Paul Allison, general manager of Motorola Distributing Co. (Motorola), and Roy Constable, Westinghouse Electric Corp. (Westinghouse).

James R. Lunke & Assoc., Seattle and San Francisco advertising agency, has been appointed to produce and direct the distributor group's special telecasts and to coordinate other activities planned for Seattle's TV Day and TV Week.

STROMBERG-CARLSON Co., Rochester, N. Y., announces price increases ranging from $10 to $15 on company's radio and television receivers.

REAL ESTATE in the New York area enters television via WPIX(TV) New York, with arrangements made by Walter Shirley (seated, l), president of Mastic Acres, under the watchful eyes of B. O. Sullivan (seated, r), WPIX commercial manager, and Stan Shaw, m.c. of sponsored show, *Record Rendezvous*. The thrice-weekly 25-minute variety show will run for 13 weeks.

UN FOOD COVERAGE IS AIDED BY TAPE

A SPECIAL transcription service for radio farm directors will supplement regular coverage of the world-wide conference of UN's Food & Agriculture Organization, to be held in Washington for two weeks beginning Nov. 15.

The plan, according to Ken Gapen, assistant director of information for radio and TV, U. S. Dept. of Agriculture, is to furnish RFDs with transcriptions featuring delegates for whom they specify preference. Don Lerch, CBS agricultural director, has been retained to serve as consultant in planning special services. Actual interviews will be handled by Jack Towers of USDA's Production & Marketing Administration.

Tape machines will be utilized for the recording. Radio farm directors will be asked to provide a reel of tape, select a preference from a tentative delegate list, and indicate the subject chosen as well as length. Only expense to directors is that of postage.

WMFF Now WEAV

CALL LETTERS of the Plattsburg Broadcasting Corp.'s station in Plattsburg, N. Y., were changed from WMFF to WEAV on Oct. 23. In announcing the change, George F. Bissell, president of the corporation, said the station's new transmitter was "about ready to go" with a 1 kw operation, replacing the present 250 w.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative: J. P. McKINNEY & SON

The magnificent new Collins 21B/21L
5/10 kw AM broadcast transmitter

Announcing...

the latest great contribution to modern AM broadcasting

The 21B/21L is the finest 5/10 kilowatt AM broadcast transmitter of which Collins engineering and manufacturing skills are capable. No compromise has been made for reasons of economy. Without deviation, our purpose has been to achieve the highest possible quality regardless of cost.

Yet the 21B/21L is competitively priced.

When furnished as the Collins 21B, this is a five kilowatt transmitter with provision for instantaneous reduction of power to 1,000 watts. It is designed to permit full 100% modulation of the carrier at frequencies between 30 and 10,000 cycles per second. The audio frequency response is constant, plus or minus 1.5 db, within this range.

Featured are utmost reliability, with fine components, conservatively rated; vertical chassis construction, and easy accessibility of components and wiring; precise motor tuning with eye-level metering throughout; adequate air cooling; dependable personnel and circuit protection.

The 21B may be converted to become the ten kilowatt 21L by inserting an additional power tube in a socket already installed, and making a few simple additions in the exciter and power amplifier cabinets. The 10 kw 21L (pictured above) may be purchased initially.

If you are contemplating the replacement of obsolescent 5 or 10 kw transmitter equipment, or the building of a new station of either of these powers, the very efficient, completely modern Collins 21B/21L should be your first consideration. We will welcome your inquiry for further information.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—General manager. New 250 watt station. At least five years experience in capacity of general manager. Must have keen business and executive ability. Background and snap self first letter. Box 150, BROADCASTING.

Station manager wanted by 250 watt old established AM-FM network outlet in medium sized market. Only experienced station manager with an all-around background capable of personal earnings in excess of five figures need apply. Give full background first letter including earning requirements. All replies strictly confidential. Box 155, BROADCASTING.

Manager for 250 watt daytime and 1000 watt FM night. Real opportunity for right man. Write H. R. Winsor, WBYS, Canton, Illinois.

Manager—Must be an aggressive sales producer and know small market programming. State qualifications, references and salary requirements. WKOB, North Adams, Massachusetts.

Salesmen

Live in Los Angeles. Two experienced salesmen will find excellent working conditions. William Handelsman, KWIK, Burbank, Calif.

Announcers

Combination announcer-engineer, with first class ticket, wanted by progressive network station. Start at $60.00. No students need apply. Submit audition disc to Doyle Osman, KXO, El Centro, Calif.

Sportscaster—To assist at large metropolitan NBC station, handling play-by-play on TV and sports review on AM. Full details, disc with first letter; photo desired. Box 149, BROADCASTING.

Experienced staff announcer with sportscasting ability. $225.00 per month. Send disc or tape before November 15, KISD, Sioux Falls, S. D.

Announcer—Opening midsouth metropolitan market. Must have experience, excellent voice quality, education. Base salary $80 a week. Write Box 157, BROADCASTING.

5000 watt middle western station needs experienced commercial announcer. Send letter stating experience, education, and minimum salary requirements to Box 170, BROADCASTING.

Opening for man with first class ticket able to announce. Box 179, BROADCASTING.

Announcer—Wanted immediately for new 5 kw midwestern station. Must have experience and handle console. Don't apply unless you have good voice and experience to back up your willingness to work. Send full information, salary expected and when available. Box 180, BROADCASTING.

Announcer—Experienced man for general staff work. College man preferred. Immediate employment, permanent position. WKBH, LaCrosse, Wisconsin.

Experienced announcer, long established 1000 watt regional network station, midwest location, has permanent position for capable announcer. Wide-awake market, excellent opportunity. Send qualifications, salary expected, photo and disc. Box 43, BROADCASTING.

Powerful midwest station has ideal position open for experienced morning man who is also capable of first rate straight announcing job. No floaters. Must be able to get along with fellow workers. State education, experience. Have references and audition disc ready to ship. Box 187, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Announcer-engineer. Location—beautiful hill country of Texas. Elevation 2,000 feet. Engineering secondary. Salary $300.00. Arthur Stehling, Fredericksburg, Texas.

Excellent opportunity for A-1 mail pull announcer. We want a man who has sold mail order items in big volume by radio. Must be sincere, convincing, persuasive, but not high pressure. Able to handle any length commercials, complete one-man fifteen-minute talk programs, handle interviews and be able to vary pace of delivery. A chance to earn big money. Send full details of what mail order products and services you have sold. Box 158, BROADCASTING.

Hawaii's largest radio station has excellent opportunity for personnel disc jockey. Good salary plus percentage unlimited earnings. Send full details, references, platter, KULA, Honolulu.

Technical

Experienced combination operator-announcer, first ticket. Bonus plan, two weeks paid vacation per year. Progressive advancement. Phone or air mail disc. KPRK, Livingston, Montana.

Rocky Mountain area independent needs operator announcers, experience preferred but will consider others. Lots of hard work, but good opportunity for varied experience. Also needs operator announcer with ideas and an interest in radio programming to serve as program director. Box 35, BROADCASTING.

Texas Gulf station wants reliable young single man with first phone, some experience. $44.00 weekly for 40 hours. Some overtime. Box 145, BROADCASTING.

Young man with first class license, no experience necessary. Network station. Southern town of 15,000, prosperous, progressive. State salary required. Reply Box 153, BROADCASTING.

Engineer-announcer, $50 week, permanent position, small station, near Atlanta. Apartment available. News, Covington, Georgia.

Production-Programming, others

Wanted — Editor-reporter; experienced newsman capable of gathering, writing and editing news for midwestern radio station. Newspaper experience, not microphone experience, wanted. Give experience and background first letter. Box 123, BROADCASTING.

Wanted—Continuity writer to create advertising copy with punch. Need experienced writer to produce strong, brisk sales copy. Send sample material, qualifications, salary expected. WKAN, Kankakee, Ill.

Commercial script and continuity writer. State qualifications, references, and salary requirements. WKOB, North Adams, Massachusetts.

Wanted—Continuity writer. Prefer girl. Prefer one experienced. Excellent station, new studios and job not hard. Write quick station WBUY, Lexington, N. C.

Situations Wanted

Managerial

Bad sinus must move to dry climate. Will bring along topnotch sales manager with heavy experience major market independent. Box 148, BROADCASTING.

Manager—Salary secondary to working and living conditions. Ten years manager network affiliate plus ten as program director, newscaster, musician, etc. University graduate. Some capital. Excellent references. Interview possible. Available short notice. Might consider allied field or good program directorship. Box 160, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager—Available January first. New York and major market experience. Must have dry climate for health reasons. Can furnish good industry references. Box 147, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Salesmen

Man with eight years experience all phases of radio now employed major network key station wants permanent position as salesman with established station offering adequate financial return and opportunity for advancement. Now enjoy excellent income. Energetic. College graduate. Best references. Box 154, BROADCASTING.

Versatile, conscientious, experienced staffer, age 30, voice conducive to sales. Presently employed, seeking employment Conn., N.Y., N.J. area. Transcription available. Present employer knows of this ad. Available January 1. Box 176, BROADCASTING.

25 year old successful 250 manager wants crack at sales position in major market. Midwest or Rocky Mountain area preferred. College graduate. Climbed from announcer to managers post in 15 months. Wish to learn agency selling. Box 156, BROADCASTING.

Announcers

Experienced general announcer and play-by-play in both baseball and football. Also newscaster and good commercial announcer. Sober, reliable, married man desiring position in progressive radio. Box 151, BROADCASTING.

Disc, staff, all phases operation. Personal interview two hundred miles New York City. Box 146, BROADCASTING.

Attention Arizona, California, Nevada and New Mexico. Announcer with excellent selling voice. Limited experience. Network and clear channel. Know console and turntables. Age 27, single, sober and reliable. Immediate disc and photo. Box 163, BROADCASTING.

Previously program director for Mutual. Now jocky for leading eastern independent. Production-minded, smooth announcer, long on experience. Box 161, BROADCASTING.

Announcer—Three years experience all phases, newscasts, disc shows, classical. Age 20, 4-F, single. Prefer midwest but go anywhere if good permanent position. Available immediately. Myron Hayer, Howard Lake, Minnesota.

Successful play-by-play and staff announcer. Interested permanent position progressive station offering better opportunities. Married veteran. Box 159, BROADCASTING.

Announcer, graduate of two Chicago radio schools. Will travel. Single, 30, veteran. Disc and photo available. Joe Greco, 221 S. Ashland Ave., Chicago, Haymarket 1-9221.

Announcer. Experienced in commercials, newscasting, sports and disc shows. Also emcee and sales experience. Disc and photo on request. Irv Diamond, 1975 84th Street, Brooklyn, N. Y.

Announcer-engineer, experienced, first phone, two years college, single Californian, age 29, have disc. Bill Cameron, 22 Hanover, San Francisco.

Announcer — MC experienced popular and classical music. Can write copy, direct, produce, handle board. Available immediately. Disc, photo upon request. Jack Boris, 702 Moore Street, Bristol, Virginia. Telephone 3113-J.

Announcer, two and one-half years experience. Strong on sports and newscasting. Disc jockey and commercials. Can operate board. Married, and desire permanent position. Box 130, BROADCASTING.

Staff announcer. Anxious to locate with small progressive station. College background, thoroughly trained at Radio City in all phases of announcing. GI training eligibility. Disc available. Box 127, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster available: Announcer experienced in newscasting on 5000 w 10,000 w stations wishes to specialize news. Will also accept staff job with accent on news. Box 152, BROADCASTING.

Newscaster available—Announcer with newscasting experience on 5000 w 10,000 w stations wishes to specialize news. Will also consider staff position with accent on news. Box 169, BROADCASTING.

Announcer—Married, 29. Presently employed in 250 w network affiliate. Desire change. Good reference. Disc on request. Box 171, BROADCASTING.

I've got what it takes! Will you take it? Intelligent, personable, clean-cut, experienced announcer, newscaster, writer and actor with originality and creative imagination for radio or television. College graduate, 27, single. Reasonable salary requirements. Will travel. Jack Molloy, 90-17 107th St., Richmond Hill 18, N. Y.

Announcer — Experienced. Presently employed NY network affiliate. Can handle sole, news, commercials, disc jockey. Single. Northeastern stations only. Disc on request. Box 178, BROADCASTING.

Announcer — Experienced in commercials, newscasting and disc shows. Married vet. Disc available on request. Box 183 BROADCASTING.

Announcer, experienced on New York City station. Single, will travel. Box 184, BROADCASTING.

Announcer, last two years working for network affiliate. Excellent news delivery, good selling voice and console experience. Available on customary notice. All correspondence answered immediately. Box 139, BROADCASTING.

Technical

Experienced engineer presently employed at 5000 watt directional station desires position in midwest. Available two weeks. Have car. Box 162, BROADCASTING.

Engineer, degree, first phone, install or rehabilitate small stations. FCC approval minimum time. Your inexperienced personnel trained for subsequent operation. No permanent connection desired. Reply Box 164, BROADCASTING.

First class technician desires southwest or midwest progressive station job. Three years operator experience including 5 kw. Available at once. Jeff Rice, Jr., YMCA, Room 235, Winston-Salem, North Carolina.

Chief engineer with $5000 to invest. East coast. Presently chief of 250. Experienced construction. Box 990, BROADCASTING.

Television technical director or chief engineer. At present associated with Washington radio consultant. Desire change to position where I do not have to travel fifty percent of time. During war was superintendent of Navy Radio Laboratory which specialized in television development. Graduate of M.I.T. Recognized authority on high frequency broadcast problems. Box 24, BROADCASTING.

Veteran, finished 36 weeks radio course and 30 weeks television course. Have first class radio phone license. Would like position in television broadcasting. Have some voice broadcasting experience in service. Box 125, BROADCASTING.

Engineer—First phone, married. 250 watt experience, available immediately. M. Zibrack, 114 Dewey Pl., Atlantic City, N. J.

Engineer first phone, college. Two years transmitter and studio. Especially interested TV. Box 173, BROADCASTING.

Engineer: Fourteen years experience installation, maintenance and routine operation. Now employed chief engineer FM and AM. Desires change. Desires chief's job at good small station or transmitter job at larger station. Box 174, BROADCASTING.

Situations Wanted (Cont'd)

First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 186, BROADCASTING.

Engineer, 24, four years experience, first class license, single, veteran, desires permanent position midwest or west. Excellent references. Available without car. $55 minimum. Box 78, BROADCASTING.

Engineer—First phone, desires permanent position in midwest, also qualified musical director. Lloyd Scheuch, 2920 N. 56 St., Omaha, Nebraska.

Production-Programming, others

Program director. 5½ years actor—director N.Y.C. Comedy, variety, dramatic. BA Degree. Metropolitan area only. Box 133, BROADCASTING.

Combination man—Excellent technician, good announcer, smooth control operator. Ten years technical, year combination—news, DJ, commercials, remotes, MC, etc. Married, children, lives radio. First phone, telegraph and ham licenses. Expect $2.00 hour to start. Happy, well-managed station only. Prefer midwest. Box 166, BROADCASTING.

Experienced copywriter wants position with progressive station. California preferred. Best references. Box 933, BROADCASTING.

Program director-announcer-salesman, seeking change in capacity of program director, salesman or news director and caster. Set disc and letter talk. State financial arrangements and potential in first letter. Will arrange interview when possible. Box 185, BROADCASTING.

Musical director—31, married, conductor, choral arranger, singer, composer, some production, scripts. Experience: 8 years radio, stage, some TV, concerts. Northeast or midwest. Box 177, BROADCASTING.

For Sale

Station

Southern New England independent 500 w daytime in market of 350,000. Owners must divest themselves of interest immediately. Box 167, BROADCASTING.

Equipment

Two 50 KVA Pittsburg, type ODSC, single phase 60 cycle, oil cooled transformers. IMPD, 3.6%. Primary, 4600 volts. Secondary, 115/220 volts. Box 121, BROADCASTING.

For sale—One kilowatt Western Electric transmitter 353 E1. Price $4500.00 Immediate delivery. Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis 1, Minnesota.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

Completely equipped mobile unit, 1.5 kw Onan generator, 200 watt converter, 100 watt medium frequency and 25 watt high frequency transmitters, receiver, 4 channel control console, accessories, etc. Write Box 172, BROADCASTING.

New Sorensen voltage regulator 1000 watt 115 volt. $200 value. Make offer. Frank Denton, 4535 Sappho, Jacksonville, Florida.

Four bay RCA pylon antenna—170', Lehigh tower—260', 3⅛" transmission line, clamps, dehydrator. Four tower lights, beacon, flasher, everything new. WNLC, New London, Connecticut.

Brand new RCA 74-B junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evanston, Ill.

Federal field intensity meter 101C with loops covering 550 kc to 3300 kc. Brand new. $975. List price $1085 plus $75 tax. Archer Taylor, Box 1479, Missoula, Mont.

For Sale (Cont'd)

One 75 KVA Pittsburg type ODSC, single phase 60 cycle. IMPD, 4.3%. Primary, 4600 volts. Secondary, 115/220 volts. Box 122, BROADCASTING.

Two new Federal 892 R's. No hours. Money back guarantee. $275 each or $525 for pair. KFVD, 338 S. Western Ave., Los Angeles.

Two 150' high x 20' square at bottom x 47" square at top. Galvanized steel and bolted construction. In A-1 shape. Angle lacing 2½" x 2½" x 3/16" lower sec. 6" x 6" x ⅜" angle. Upper sec. legs 4" x 4" x 5/16" angle lacing 2" x 2" x 3/16". These towers were engineered to make 200' towers. They can be purchased at a reasonable price. Box 168, BROADCASTING.

Four—105 ft. Lingo guyed towers complete with lighting. New, never used. $850.00 each. FOB, WRRN, Warren, Ohio.

Wanted to Buy

Wanted—5 kw, used, transmitter good condition. Box 175, BROADCASTING.

Miscellaneous

Associates wanted for establishing community minded station in fertile New Jersey market. Box 33, BROADCASTING.

Help Wanted

Managerial

ARE YOU WORTH FIVE FIGURES AS A GOOD GENERAL MANAGER OF A GOOD INDEPENDENT IN A BIG METROPOLITAN MARKET? This existing station will talk to managers of good background, proven results, adequate references and permanency. To the right man goes a liberal salary plan plus percentage. We seek careful business management plus salesmanship. Send complete background to Box 165, BROADCASTING. Personal interview arranged. Replies confidential. Opening is immediate or can hold for right man until later.

Salesmen

EXCEPTIONAL SALES OPPORTUNITIES

for experienced radio time salesmen. New 10,000 watt station, with application in for 50 KW and TV, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission.

For appointment for interview write or wire

JOSEPH R. FIFE
Commercial Manager
or
LEONARD L. ASCH
Vice-President and General Manager

WPTR Albany, N. Y. — **WBCA-FM** Schenectady, N. Y.

Studios in Hotel Ten Eyck
Albany — New York

Salesman

A man, well experienced in sales with personality wanted for a top-notch sales position with 250 watter. Top draw against commission. Full details to Sales Manager, WABY, Albany, New York.

Help Wanted (Cont'd)

Technical

HIGH FREQUENCY ENGINEERS

A midwestern manufacturer of transmitting equipment desires to add one or two qualified engineers capable of design and production engineering on FM and STL equipment. Permanent work in growing concern located in moderate sized middle western city. Give full qualifications and desired salary in first letter.

BOX 181, BROADCASTING

Production-Programming, others

Wanted—Two top men. A new progressive station with plenty of enthusiasm and ability needs crackerjack sportsman and another good all-round announcer. Radio Station WIDE, Biddeford, Maine.

EXPANSION PROGRAM

Of southern 1000 watt station creates openings for announcers, operators, traffic girl, writer, salesman, news editor. If you have ambition with restraint, ability with intelligence, we're interested in you. Write in full to Box 182, BROADCASTING.

Situations Wanted

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

School

The SCHOOL of RADIO TECHNIQUE

• NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Service

National Radio
Employment Agency
1655 N. Cherokee St.
Hollywood 28, Calif.

Dear Station Manager:

"Necessity is the Mother of Invention." The radio and television industry has long needed a placement service which specialized in interviewing and screening radio personnel.

The National Radio Employment Agency was created for that purpose. The founders of the agency are former radio men who have been active in the field for many years and understand your personnel problems.

We do a complete screening job for you so it is no longer necessary for you to take the time to interview hundreds yourself. Whatever your personnel needs, you can choose from applicants qualified for the position.

When we send a resume and audition disc to you, you have the assurance that all references and auditions have been thoroughly checked.

There is no charge to you for this service. Write today for full particulars. MAKE US YOUR OFFICIAL PERSONNEL MANAGER.

Sincerely,
National Radio
Employment Agency

P. S.: Write, wire or phone
HUdson 2-3283

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Fulltime California Station

Located in a beautiful California market having an ideal year-round climate. City is growing rapidly and area is prosperous with ideal combination of agriculture and industry. Within driving distance of California's most noted mountain, desert and coast resorts.

This is the only station in the city and offers an unusual opportunity to combine a profitable business with the best in liivng. Very valuable land and buildings are included in the purchase price of $70,000. Liberal financing can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	235 Montgomery Street
Sterling 4341-2	Central 1177	Exbrook 2-5672

New Business

(Continued from page 12)

sales promotion programs four times yearly and a 30-minute *Mr. and Mrs. Santa Claus* show on each of the four Saturdays before Christmas. Store previously had only 15-minute morning fashion comments across-the-board by "Christine," plus infrequent spot announcements.

Network Accounts • • •

GENERAL ELECTRIC Co., Lamp Department, Schenectady, started sponsorship of *Dennis James Carnival* Oct. 31, 8:30-9 p.m. on WCBS-TV New York. Format of show is set in a carnival background with Mr. James introducing acts. Show is produced by CBS under the direction of Ralph Levy. Music is directed by Lew White. Jay Burton is writer. Agency: BBDO, New York.

ELIZABETH ARDEN Inc., New York (purse atomizers) sponsoring *The Fashion Story* over WJZ-TV and ABC's East Coast TV Network. Agency: Ray-Hirsch Co., New York.

CLUB ALUMINUM PRODUCTS Co., Chicago (household wares), Nov. 2 renewed 52 weeks weekly *Club Time* on 56 ABC stations, Tuesdays (11:15 a. m.-11:30 a. m. PDT). Agency: Leo Burnett Co., Chicago.

CLUETT-PEABODY Co., New York (manufacturer of men's shirts), effective Nov. 24, to sponsor Phil Silvers on NBC-TV, Wednesdays, 8:30-9:00 p.m. Agency: Young & Rubicam, New York.

Adpeople • • •

AD KLEIN, formerly with Biow Co., San Francisco, joins Langendorf Bakeries, that city, as advertising manager.

JAMES S. LIND, former account executive for Dancer-Fitzgerald-Sample, Chicago, joins Ben-Hur Products, Los Angeles, as advertising and sales promotion director.

ERNEST D. WARD appointed advertising and public relations manager for Best Foods, New York. **LEE TRUDEAU** appointed assistant advertising manager.

DELBERT J. COOK resigns as manager of advertising and public relations division of Kingan & Co., Indianapolis meat packing firm.

WGBS MIAMI BOOST TO 50 KW READIED

WGBS Miami, now operating with 10 kw day and night, hopes to be on the air with 50 kw daytime within two or three weeks, George B. Storer, chairman of the board of Fort Industry Co., WGBS licensee, announced last Thursday. The station will continue its 10 kw nighttime operation.

WGBS, a CBS affiliate since June 15, 1947, is on 710 kc. It has an FM counterpart, WGBS-FM (Channel 242, 96.3 mc).

Fort Industry owns stations in four states besides Florida. These outlets include: WAGA WAGA-FM and WAGA-TV Atlanta; WSPD WSPD-FM and WTVT (TV) Toledo; WJBK WJBK-FM and WJBK-TV Detroit; WWVA and WWVA-FM Wheeling, W. Va.; WMMN Fairmont, W. Va., and WLOK and WLOK-FM Lima, Ohio.

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

SUCCESSOR to Arthur Godfrey on latter's early morning program on WCBS New York, Jack Sexton (l.), goes over his new contract with Arthur Hull Hayes (center), then WCBS general manager, and G. Richard Swift, assistant general manager. Mr. Sexton, a Midwest broadcaster, will be known to WCBS listeners as Jack Sterling.

Husband, Wife Team Joins WIRC Hickory

A HUSBAND AND WIFE team, Harry E. and Patsy Snook, both formerly of WBT Charlotte, have been appointed to positions on WIRC Hickory, N. C., which is expected to take the air Nov. 15 with 1 kw daytime on 630 kc.

Mr. Snook, former production manager of WBT and more recently commercial manager of WETB Johnson City, Tenn., will serve as assistant station manager and program director of WIRC. His wife will be women's editor, according to Edmond H. Smith Jr., WIRC general manager. Mrs. Snook formerly was continuity editor of WBT. The team will bring with them to WIRC *Breakfast with Patsy and Harry* and *Fun with the Funnies*, which they previously presented over WBT.

SOUTHWEST AAAA CHAPTER ORGANIZED

A SOUTHWEST chapter of the American Assn. of Advertising Agencies has been organized.

Officers are Monty Mann, vice president and director of media of Tracy-Locke, Dallas, chairman; Thomas F. Conroy, Thomas F. Conroy Inc., San Antonio, vice chairman, and John Stewart, vice president, Glenn Advertising, Fort Worth, secretary-treasurer.

The chapter will supervise holding of the annual AAAA advertising aptitude examinations in the region for the first time next February.

WAAF Studios Moved

WAAF Chicago (1 kw day on 950 kc) has moved its studios from Chicago's Palmer House into the La-Salle-Wacker Bldg., 221 N. LaSalle St. Bradley R. Eidmann is WAAF manager.

Sept. Retail Sales 10% Above August

Census Report Shows 6% Jump Over Same 1947 Period

SEPTEMBER'S retail sales showed a 10% increase from August, and registered 6% above the same period in 1947, according to the Business Division of the Bureau of the Census. In a report of 47 large cities, the Bureau states that sales of non-durable goods have risen 1% from August, while sales of durable goods have declined 2%. Dollar volume of sales was $10,975,000,000, 7% above last year's September total.

Apparel stores showed the normal seasonal increase in sales, but failed to reach the volume of sales registered in the same period in 1947. Men's wear showed the greatest decline in this group, dropping 16% below last year's volume.

Auto dealers and home furnishing stores registered the greatest gains—16% and 29% respectively. Lumber and building materials declined 2% from the August levels, but gained moderately from 1947. Sporting goods stores, book stores and jewelry stores all registered a decline from September 1947, although each group registered gains from a month ago.

TRENDS IN RETAIL TRADE—47 MAJOR CITIES

Major Group	Percentage Change in Sales Sept. 1948 from Sept. 1947	Sept. 1948 from Aug. 1948
Food	7%	7%
Eating & Drinking Places	—1	2
General Merchandise (dept. stores, etc.)	5	21
Apparel	—2	41
Furniture, Household, Radio	6	5
Lumber Building & Hardware	8	—2
Automotive	16	—9
Drug Stores	1	2
Total all stores in report	6	10

KFAM-FM Is Launched; Duplicates KFAM Shows

KFAM-FM, *The St. Cloud* (Minn.) *Daily Times* station is now on the air, with 50 kw on Channel 284 (104.7 mc.). Station duplicates programs of its AM affiliate, KFAM. Programming is aimed toward farmers.

Frederick C. Schilplin, vice president of The Times Publishing Co., is general manager. Other staff members are: Avis Russell, program director; Cliff Sakry, public relations and agricultural director; Jack Greene, sales manager; Rae Wilson, women's program director; Robert Witschen, chief engineer; O. J. Jerde, news commentator; Frank Farrington, sports commentator; Paul Edwards and Gene Wilson, technicians; and Stuart P. Evensen, Dudley Dane and Gene Nelson, announcers.

FCC Actions

(Continued from page 78)

Applications (Cont'd):

control and assignment of licenses from LZ Bcstg. Co. to Aladdin Radio and Television Inc. (Contingent on transfer of KVOR).

WIL WIL-FM St. Louis—Transfer of control from C. W. Benson to L. A. Benson.

KBKR Baker, KLBM La Grande and KSRV Ontario — Transfer of control from Olive B. Cornett, executrix of estate of Marshall E. Cornett, deceased, to Olive B. Cornett.

Assignment of License

KORN Fremont, Neb. — Assignment of license from Inland Bcstg. Co. to Walker Newspapers Inc.

APPLICATIONS DISMISSED

AM—1400 kc

William T. Smith, Ukiah, Calif.—CP new AM station 1400 kc 250 w uni. DISMISSED as application consolidated with Ukiah Bcstg. Co.

AM—1540 kc

Wyandotte News Co., Wyandotte, Mich.—CP new AM station 1540 kc 250 w D. DISMISSED at request of attorney.

November 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WDXI Jackson, Tenn. — License to cover CP new AM station.

Modification of CP

KIBH Seward, Alaska—Mod. CP new AM station for extension of completion date.

KCCM Sioux City, Iowa—Same.

KTKC Fresno, Calif.—Mod. CP increase power etc. for extension of completion date.

WBBB Burlington, N. C.—Same.

KFAC-FM Los Angeles — Mod. CP new FM station for extension of completion date.

WBIK Chicago—Same.

WNOI Oak Park, Ill.—Same.

WMNJ-FM Peoria, Ill.—Same.

WTHI-FM Terre Haute, Ind.—Same.

KSIB-FM Creston, Iowa—Same.

WJDX-FM Jackson, Miss.—Same.

WNJR-FM Newark, N. J.—Same.

WHLD-FM Niagara Falls, N. Y.—Same.

WGBI-FM Scranton, Pa.—Same.

KOMA-FM Oklahoma City—Same.

KBIX-FM Muskogee, Okla.—Same.

WQAN-FM Scranton, Pa.—Same.

WSBA-FM York, Pa.—Same.

WMFI Memphis, Tenn.—Same.

KLUF-FM Galveston, Tex.—Same.

KOMO-FM Seattle, Wash.—Same.

WBLK-FM Clarksburg, W. Va.—Same.

WWNI Wabash, Ind.—Mod. CP new FM station to change ERP from 31 to 3 kw.

License for CP

WHYN-FM Holyoke, Mass.—License to cover CP new FM station.

WMFM North Adams, Mass.—Same.

WGNC-FM Gastonia, N. C.—Same.

WJPG-FM Green Bay, Wis.—Same.

Transfer of Control

WHAS-FM Louisville, Ky.—Transfer control from Courier Journal and Louisville Times Co. to Crosley Bcstg. Corp.

CP to Reinstate

WOMI-FM Owensboro, Ky.—CP to reinstate CP new FM station.

Modification of CP

WLWD Dayton, Ohio—Mod. CP new commercial TV station for extension of completion date.

November 4 Decisions . . .

BY COMMISSION EN BANC

Assignment of CP

WSLN Ft. Lauderdale, Fla.—Granted consent to assignment of CP for WSLN from South'and Bcstg. Corp. to George Gortland. for a consideration of $.507.

KSPA Santa Paula, Calif.—Granted consent for assignment of CP from partnership composed of three partners to corporation, Ventura County Radio Inc. Inc. in which the assigning partners will own 60.29% of stock and will be joined by two other stockholders.

Transfer of Control

KKIN Visalia, Calif.—Granted consent to transfer of control of KKIN Inc. from D. O. Kinnie to Lyman Treaster and Albert Blain, a partnership, for $25,000, representing 51% of the common stock.

License Revoked

WIBS Santuree, P. R.—Adopted order revoking the license of WIBS (740 kc, 10 kw, U), effective 15 days from date of receipt of order, and further that said licensee shall have 15 days after receipt of said order to make written application for hearing thereon, upon the filing of which application, the order of revocation shall stand suspended until the conclusion of said hearing.

BY A BOARD

AM—1570 kc

W. A. Smith, Plant City, Fla.—Granted CP new station; 1570 kc, 250 w; conditions; estimated cost $9,111.

AM—1150 kc

Radio Twins Bcstg. Co., Salinas, Calif.—Granted CP new station; 1150 kc, 500 w; conditions; estimated cost $17,468.

AM—950 kc

Forrest City Bcstg. Co. Inc., Forrest City, Ark.—Granted CP new station; 950 kc, 1 kw D; conditions; estimated cost $11,050.

KNAK, Salt Lake City—Granted mod. CP make changes in DA subject to previous conditions that minimum efficiency of 175 mv/m per kw be obtained and that applicant submit measurements showing that proposed transmitter complies with Sec. 3.46 of rules.

Request Denied

WKYB Paducah, Ky.—Adopted memorandum opinion and order denying request of mod. of license of WKYB, daytime, so as to provide that hours of operation during month of November shall be from 6:45 a.m. to 5 p.m.

Oral Argument

Commission scheduled oral argument for Nov. 26 at 10 a.m. on applications of Scripps-Howard Radio Inc., Cleveland (Docket 6916) and Cleveland Bcstg. Co. Inc. (Docket 6917).

BY THE SECRETARY

License Renewal

Renews licenses for following remote pickup stations for period ending Nov. 1, 1951, subject to changes in frequency which may result from proceedings in Docket 6651: KAQV, KAQX, Central States Bcstg. Co.; WELN, The Conn. Bcstg. Co.; KIIS, Harris County Bcst. Co.; WJYK, Estate of Fred E. Hover, deceased; WAXJ, Lamar Life Ins. Co.; KNGL, WAFY, WAFZ, Minn. Bcstg. Corp.; WAUT, WAUY, WEGQ, On the Air Inc.; WEGV, Radio St. KFH Co.; WSCC, Savannah Bcstg. Co.; KIEF, KIEG, Seattle Bcstg. Co.; WAFK, WKAT Inc.; WSMA, WSMC, WSMB Inc., and WEKZ, The Yankee Network Inc.

WOPI Bristol, Tenn.—Present remote pickup license renewed on regular basis for period ending Aug. 1, 1951.

License Extended

Licenses for following remote pickup stations extended on temporary basis only, for period ending March 1, 1949, pending determination on applications for renewal: WAOU, Ariz. Bcstg. Co. Inc.; KWRD, City of Dallas; KINU, KSMQ, Carl E. Haymond; KALO, Intermountain Bcstg. Corp.; KADB, KBLE, KCNW, KEIV, KIFO, KNCS, Nichols & Warinner Inc.; WATS, WEKQ, Allen T. Simmons.

WOAX Trenton, N. J.—Present license further extended on temporary basis only, for period ending March 1, 1949, pending action on standard station WTNJ.

CPs for 14 new FM stations were issued last week, one of them for noncommercial stations; 21 other FM outlets received CPs in lieu of previous conditions. See story page 54.

KWKW, WGL SALES

Union, Paper To Buy

NEGOTIATIONS for the sales of KWKW Pasadena to the Teamsters Joint Council No. 42 of Los Angeles [CLOSED CIRCUIT, Aug. 30] and of Farnsworth's WGL Fort Wayne to the Fort Wayne *News-Sentinel* were reported completed last week, subject to FCC approval.

Sales price for the Pasadena 1 kw daytime station was described as "well in excess of $350,000," payable over a seven-year period. The WGL transfer is understood to involve an overall price in the neighborhood of a quarter-million dollars.

KWKW is owner by Southern California Broadcasting Co., of which Marshall S. Neal is president and principal owner.

The Teamsters Council is buying under the corporate name of Southern California Trade Unions Broadcasting Assn. and plans to retain William J. Beaton, KWKW general manager for the last four years, in that capacity. The station, an independent, operates on 1430 kc but has an application pending for 50 kw, daytime only, on 830 kc.

Acquisition of the 24-year-old WGL by the News Publishing Co., publishers of the *News-Sentinel*, was announced by Helene Foellinger, president of the newspaper company.

To Be Operated Separately

The station, NBC outlet operating on 1250 kc with 1 kw fulltime, will be operated separately from the newspaper and will remain under the managership of Pierre Boucheron, general manager since early 1946. No personnel changes are contemplated.

Farnsworth Television & Radio Corp., WGL licensee, acquired the station for $235,000 in 1944 from Westinghouse Radio Stations, which was required by FCC's duopoly ban to dispose of WGL or WOWO Fort Wayne, Ind.

The manufacturing company is headed by E. A. Nicholas, who, with E. M. Martin, vice president and secretary, participated in negotiations with Miss Foellinger and Henry C. Pate, representing the *News-Sentinel*.

The transaction reportedly did not include the experimental television station of Farnsworth, which also is a commercial video applicant. But spokesmen said the company would "cooperate with the News Publishing Company in bending every effort to bring television to Fort Wayne at the earliest possible moment."

FCC BOX SCORE

Summary of Authorization, Applications, New Station Requests, Ownership

SUMMARY TO NOVEMBER 4

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,808	294 [1]	----	527	305
FM STATIONS	194	722 [2]	80 [3]	86	33
TV STATIONS	7	116 [4]	----	308	183

[1] 60 are on air; [2] 447 are on air; [3] 22 are on air; [4] 38 are on air. All licensed stations also are operating.

AM APPLICATIONS

Elgin, Ill.—George A. Ralston and Jerry C. Miller d/b as The Elgin Broadcasting Co., 1410 kc, 500 w, daytime. Applicant, heretofore involved in long-drawn Illinois-Wisconsin 1480-1490 kc cases and onetime grantee for 1490 kc with 250 w fulltime [BROADCASTING, Feb. 23], files new application after Commission approved petition requesting permission to do so. Petition filed in September, granted Oct. 27. Mr. Ralston is WBBM Chicago transmitter engineer and Mr. Miller is auditor for Clayton Mark & Co., Evanston. Filed Nov. 2.

Fulton, N. Y.—Don J. Kesterke, 1300 kc, 1 kw, D. Estimated cost $20,500. Applicant is works manager of Diltz Machine Co., paper making machinery manufacturer, and owner DK Products Co., general machine shop, both Fulton. Filed Nov. 2.

Natchez, Miss.—M. T. Seale and H. J. Jennings d/b as Old South Bcstg. Co., 1450 kc, 250 w, unlimited. Estimated cost $17,475. Mr. Seale is lumber mill operator and owner and Mr. Jennings since 1945 has been salesman, announcer and program director for various stations. Filed Nov. 2.

Shreveport, La.—Joe F. Rushton, 1490 kc, 250 w, unlimited (contingent on KRUS changing facilities). Estimated cost $22,500. Applicant is president of KVMA Magnolia, Ark. Filed Nov. 1.

FM APPLICATIONS

Beach Grove, Ind.—Beach Grove Radio Inc., Channel 288 (105.5 mc), ERP 1 kw. Estimated cost $30,575. Principals: R. B. Rennaker, president 45%; Ruth Rennaker, 5%; Marion T. Ayers, general manager Shelbyville Newspapers Inc. and 25% owner WSRK (FM) Shelbyville, Ind., secretary-treasurer 45%, and Ruth Ayers, 5%. Filed Nov. 2.

Chicago Heights, Ill.—Chicago Heights Broadcasting Co., Channel 237 (95.3 mc), ERP 0.4 kw. Estimated cost $7,330. Principals: Anthony Santucci, radio engineering student at Valparaiso Techincal Institute, Valpariso, Ind., president; Dr. F. J. Armbruster, secretary-treasurer, and Henry E. Bruns, electrical engineering student at U. of Illinois, vice president. Each holds one-third interest. Filed Nov. 2.

Madison, Ind. — Charles N. Cutler, Channel 252 (98.3 mc), 250 w, antenna 106 ft. Estimated cost of construction $12,600. Mr. Cutler is an engineering student of Valperaiso Technical Inst. and at present is employed by WSRK (FM) Shelbyville, Ind. Filed Nov. 3.

Three Authorized Daytime AM Grants

GRANTS for three new daytime AM stations, representing installation costs estimated at $37,600, were issued by FCC last Wednesday.

They were:

Forrest City, Ark. — Forrest City Broadcasting Co., 950 kc, 1 kw, day. Company is headed by William B. Fogg, radio technician, who has 29.2% interest. Other stockholders: Sam Anderson, president and one-third, owner of KFFA Helena, Ark., 30.8%; E. J. Butler, attorney and state senator, 4.6%; W. M. Campbell and W. M. Campbell Jr., bankers, 17.7% each. Estimated construction cost: $11,050.

Salinas, Calif.—Radio Twins Broadcasting Co., 1150 kc, 500 w, day. Company is owned by Edwin N. and Alvin B. Kaufman. Both are radio engineers; the former has been associated with Mitchell Camera Corp. at Glendale, the latter with Douglas Aircraft Corp. Estimated construction cost: $17,468.

Plant City, Fla.—W. A. Smith, grocer and meat packer; 1570 kc, 250 w, day. Estimated construction cost: $9,111.

At Deadline ...

FCC DENIES REHEARING IN GRANT OF WCBM INCREASE

POWER BOOST on 860 kc from 1 kw fulltime to 5 kw day, 1 kw night, granted KTRB Modesto, Calif., by FCC Friday. Competitive application of Peninsula Newspapers Inc., Palo Alto, Calif., for new daytime 250 w outlet on 850 kc, severed from comparative proceedings with KTRB and put in pending file until daytime skywave case is decided. 850 kc is Class 1-B channel. Severance made since adjacent channel interference of two operations would affect not more than 10% of population of either station and more than 12 other services are available.

Order also issued by Commission to deny petition of Lomar Broadcasting Co., unsuccessful 680 kc applicant at Lancaster, Pa., seeking rehearing of March 16 decision granting WCBM Baltimore switch from 250 w on 1400 kc to 10 kw day, 5 kw night, on 680 kc [BROADCASTING, March 22]. Reaffirming finding that Lomar request proposed "inefficient" use of facilities, FCC ruled grounds of petition to be "without merit" and presented nothing not already considered. Order denied as moot informal petition of Tower Realty Co. for dismissal of its competitive application, already denied in March decision.

John Elmer, WCBM president, and George Roeder, general manager, Friday stated construction of new improved facilities would start immediately.

FCC Friday also adopted order to deny petition of WMEX Boston for reconsideration of its April decision setting station's renewal request for hearing and to deny another petition for oral argument on its reconsideration request [BROADCASTING, Nov. 1]. Commission indicated it still had insufficient data on whether WMEX executed its full licensee responsibilities. Renewal hearing had been called largely on grounds that stock reports of doubtful accuracy had been filed. Claim to oral argument right, based on Supreme Court ruling in WJR Detroit-WCPS Tarboro, N. C., daytime skywave case, disqualified by FCC since applicant is not seeking hearing but rather claiming hearing is unnecessary.

Oral argument on requests of Valdosta Broadcasting Co., Valdosta, Ga., and Okefenokee Broadcasting Co., Waycross, Ga., for new stations on 910 kc, 1 kw fulltime, postponed from Nov. 15 to Dec. 6 at request of Valdosta, proposed successful applicant [BROADCASTING, Aug. 30].

ALL-RADIO GROUP SEEKS ALL-STATION PARTICIPATION

NAB DIRECTORS asked by All-Radio Presentation subcommittee to get financial pledges from stations not signed at recent district meetings.

Plans for showing of promotion film being studied by NAB Dept. of Broadcast Advertising. Stations asked to draw up lists of agencies, manufacturers, stores and others to be invited to local showings. Department will ask for these lists in near future. First presentations to be on national level, with top-flight advertising, agency, civic and other leaders to attend showings and pass word along line.

NAB department already developing method of utilizing sales leads to be uncovered during film showings.

MARKETING RESEARCH DEFENDED BY NIELSEN

ELECTION polls seek to predict events which will occur in future while marketing research ordinarily measures what has actually happened, Arthur C. Nielsen, president of A. C. Nielsen Co., said Friday.

"Election polls attempt to determine how the ballots will be cast, but marketing research, in effect, counts the ballots after they have been cast," asserted head of NRI. "Major types of marketing research do their counting with virtually absolute precision." He said election polls seek information considered by many to be private affair. Organizations taking polls, he added, "apparently have not found it practicable to employ certain precautions in respect to the securing of a truly representative sample." These precautions are accepted practice in types of marketing research most widely used, he said.

ASCAP TV RATE STUDIES

NAB Music Committee and ASCAP Radio Committee, following exploratory meetings of subcommittees, are analyzing what rights ASCAP will be able to offer TV broadcasters. Broadcasters' subcommittee includes Robert P. Myers, NBC assistant general attorney, chairman; Julius Brauner, CBS; Joseph A. McDonald, ABC; Edward McCrossin, DuMont; John Schoener, WPIX (TV) New York. Theodore C. Streibert, WOR New York, NAB music advisory committee chairman, is ex-officio member.

'NO NEW REVENUE SOURCES'

THERE are no new sources of revenue, panel at Ohio Assn. of Broadcasters meeting in Columbus decided Friday (early story page 66). Instead old sources must be approached in new ways with renewed effort. Attention to co-op accounts urged. Panel members were David Baylor, WJMO Cleveland, chairman; Harry Hoessley, WHKC Columbus; Robert Fleming, WCKY Cincinnati. Robert Foreman, BBDO vice president, said all tests show radio, properly used, makes sales at lower cost than any other medium. He urged building client identification into actual program structures when possible.

McCOLLOUGH ON 'INVASION'

CLAIR McCOLLOUGH, WGAL Lancaster, Pa., taking part in task force "invasion" of Argentia, Newfoundland, along with other media executives. He is aboard USS *Missouri*, flagship of fleet, and will leave exercises in time to attend NAB Finance Committee and board meetings in Washington, starting Sunday. On trip also were Ray Ziesse, WPIX New York, and Bill Wilson, WFIL-TV Philadelphia.

WFAH (FM) EXODUS

PAUL W. REED, general manager of WFAH (FM) Alliance, O., has severed connections, along with several department heads and staff members. Mrs. Alice C. Hoiles is president of Review Publishing Co., which owns station, and it's reported her youngest son takes over station management.

TV'S STIMULUS CITED

TELEVISION is "stimulant" to newspapers, Robert R. McCormick, *Chicago Tribune* publisher, told *Tribune* advertising department at annual dinner Thursday night at Drake Hotel, Chicago.

DAVID B. SMITH, PHILCO, HITS AT&T COAXIAL QUALITY

RECEPTION of television programs relay from New York to Philadelphia via AT&T coaxial cable is generally inferior in quality service provided by Philco Corp.'s own N. Philadelphia microwave relay, Philco V President David B. Smith testified Friday.

"By and large," he said in appearance FCC's investigation of AT&T and West Union network television rates (early st page 27), Philco has found such AT relayed programs to be short of Philco's u TV broadcast standards. He submitted co parative photographs to support his claims.

NBC uses Philco facilities to New York carry programs it intends to film, he st charging that AT&T's intercity facilities do deliver picture of sufficient quality.

Mr. Smith said AT&T's policy against terconnecting its facilities with those of oth except where it has no intercity channels of own—immediate subject of FCC's hearing is "pretty bad" on broadcasters, imposes artificial restriction" on their use of their o equipment, forces them to rely on techni quality of facilities over which they have control, and will "seriously" retard TV growth.

Cross-examination of Mr. Smith and re mainder of testimony on question of poli against interconnection to be taken up a resumption of hearing, which was postpone to Dec. 27 due to participants' conflicting en gagements. Two to three days expected to needed to complete case on interconnection.

RADIO WEEK PROGRAM PLANS STARTED BY NETWORK

TENTATIVE program plans of four network for National Radio Week announced Friday by NAB. ABC to date has scheduled an nouncements on programs and appearance last year's Voice of Democracy winners on *Youth Asks the Government*. CBS program with tieup include Robert Q. Lewis and Arthur Godfrey programs. MBS has two network broadcasts already scheduled, one to originate at Gettysburg, Pa., as Freedom Train open tour. NBC plans include documentary *Living—1948*.

Directing network participation are Charle Harrell, ABC; Gerald Maulsby, William Fin shriber and Werner Jensen, CBS; Jack Paig MBS; Thomas McCray, NBC.

NAB reminded stations in letter Friday that RMA Advertising Committee has pointed out co-op advertising funds of set makers, distributors and dealers can be used for time as well as white space. Stations were urged to go after this business.

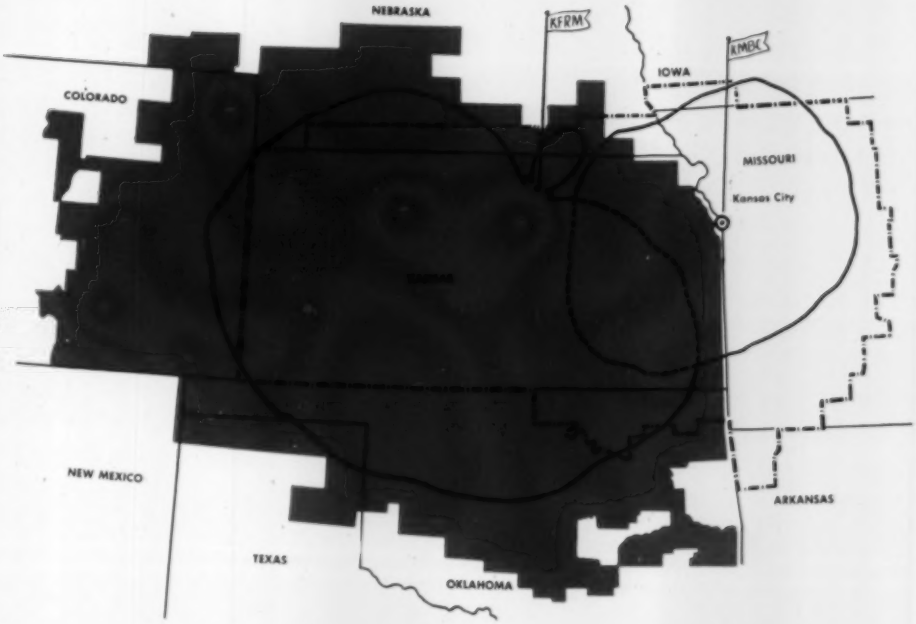
Closed Circuit

(Continued from page 4)

Wheeler of Montana, now topflight practitioner in Washington; Edward Cooper, communications expert of Senate Committee under Wheeler, former Chairman White, and Acting Chairman Tobey; and Ed Craney, Pacific Northwest broadcaster.

FAST foot work and head work by well known Washington radio attorney blocked what might have been probably most provocative campaign speech of 1948 elections. Station had booked candidate for Federal office and under political section was disposed to let him go on unmolested even though his remarks were designed to "incite riot and bloodshed." Washington counsel, despite "equal time" requirements of Communications Act, advised that time be cancelled. It was.

The KMBC-KFRM Team Provides COVERAGE!



Broken line shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Black lines show the proved .5 millivolt contour of KMBC and KFRM.

Red shows concentrated KFRM listener area as determined by summer mail count on this station only. Mail received from 253 counties in 11 states.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people... all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY